



living the dream

Annual Report 2005 - 2006



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THE CHARTER OF SBS

The Charter of SBS is contained in section 6 of the *Special Broadcasting Services Act 1991*.

- 6 (1) The principal function of SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
- (2) SBS, in performing its principal function, must:
 - (a) contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities; and
 - (b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society; and
 - (c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people; and
 - (d) contribute to the retention and continuing development of language and other cultural skills; and
 - (e) as far as practicable, inform, educate and entertain Australians in their preferred languages; and
 - (f) make use of Australia's diverse creative resources; and
 - (g) contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector; and
 - (h) contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

SBS - Enabling Legislation

SBS was established as an independent statutory authority on 1 January 1978 under the *Broadcasting Act 1942*. The *Special Broadcasting Service Act 1991* (Cwlth) came into effect on 23 December 1991 and established SBS as a corporation. The Minister responsible is the Minister for Communications, Information Technology and the Arts, Senator, the Honourable Helen Coonan.

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OVERVIEW

The Special Broadcasting Service (SBS) is Australia's multicultural and multilingual national public broadcaster.

With television, radio and online services in English and more than 60 other languages, SBS is the world's most comprehensive multicultural and multilingual public broadcaster.

SBS Television broadcasts in more than 60 languages, providing the best of world television and innovative local programs that celebrate Australia's diversity. It is watched by more than 7.5 million Australians each week.

SBS Radio is the world's most linguistically diverse radio network, broadcasting in 68 languages to a potential audience of about three million Australians who speak a language other than English in their homes.

SBS Online extends and enhances SBS Television and Radio programming with original content and comprehensive text, video and audio podcasts and other services, including audio streaming in 68 languages.

The radio network began in 1975 with two small radio stations – 2EA in Sydney and 3EA in Melbourne – broadcasting four hours a day in seven and eight languages respectively. The service began as a three-month experiment in multilingual broadcasting confined to Australia's two largest cities. Today, SBS Radio's 14 transmitters broadcast 24 hours a day, seven days a week, on AM and FM frequencies in Sydney and Melbourne and Australia-wide on a national signal that reaches every other capital city and many regional centres.



SBS Television began in 1980, first in Melbourne and Sydney, and in the following years it was progressively extended throughout the nation. SBS Television's analogue service is delivered via 250 terrestrial transmitters, 341 self-help transmitters and four satellite services. SBS's digital television service, which began in 2001, is delivered via 161 digital transmitters. It includes standard definition and high definition digital services, two SBS digital radio services, the World News Channel and SBS Essential, an electronic program, news and information guide.

About half of all SBS Television programming is in languages other than English and most of these programs are accessible to all Australians through SBS produced English language subtitles. With more than 400 international and local program sources, SBS Television draws upon the largest range of source material of any television network in the world.

SBS Online, which began in 1997, continues to build its content and expand its audience. Incorporating more than 130 individual websites, www.sbs.com.au records about six million page impressions each month. Among its features are audio streaming of SBS Radio programs in more than 60 languages, extensive video and audio podcasts, and two of Australia's most comprehensive and authoritative websites – 'the world game' and 'the world news'.

CHAIRMAN'S LETTER TO THE MINISTER

Senator, the Honourable Helen Coonan
Minister for Communications, Information Technology and the Arts
Parliament House
CANBERRA ACT 2600

Dear Minister,

This has been a year of achievement and change at SBS with record Television and Online audience figures, a raft of new and exciting programs, and a corporate-wide organisational restructure that has brought stronger strategic direction and greater efficiencies.

The restructure under the new Managing Director has seen the strengthening or realignment of six key areas and the appointment of directors to these new divisions: Content, Television and Online; News and Current Affairs; Commercial Affairs; Marketing; Technology and Distribution; and Strategy and Communications. Each division is now more closely focused on cross-divisional and cross-promotional responsibilities and opportunities for television, radio and online.

SBS's share of television audiences rose to a record 6.4% in 2005 and the network's comprehensive live coverage of the FIFA World Cup 2006 was the most successful ever. SBS Radio broadcast an unprecedented 59 World Cup matches in 15 languages, including English, and SBS Online recorded a 30% growth in unique users for the fifth consecutive year.

Gross revenue increased substantially in 2005-06, boosted by the popularity of the 64-game World Cup competition.

SBS Independent commissioned 367 hours of prime time documentaries, drama and entertainment series, including 14.5 hours of Indigenous programs, and the majority were broadcast in the 'Storyline Australia' and 'Inside Australia' streams.

This was also the first full year of operations for the Office of Audience Affairs, responsible for the handling of formal complaints. A review commenced of the *SBS Codes of Practice* and *SBS's Editorial Guidelines* and the publication occurred of *Connecting Diversity: Paradoxes of Multicultural Australia* which examined issues of identity and media usage among young, culturally diverse Australians.

This Report has been prepared in accordance with the relevant requirements of the *Commonwealth Authorities and Companies Act 1997* (CAC) and the *Special Broadcasting Service Act 1991*. In addition, it assesses the Corporation's performance against the goals of the *SBS Corporate Plan*.

This Annual Report details the programming, content and services provided by SBS Television, Radio and Online. It also reports on SBS's relations with Government, the community and other stakeholders, and the way in which SBS manages its human, financial and technical resources as well as its transmission services. There were no relevant judicial decisions and reviews by outside bodies and no ministerial directions under the CAC Act.

I have the pleasure of presenting to you this Annual Report of the Special Broadcasting Service Corporation for the year ended 30 June 2006.

Yours sincerely,



Carla Zampatti
Chairman

Carla Zampatti**Gerald Stone****Shaun Brown****Patricia Azarias****Jillian Broadbent**

BOARD OF DIRECTORS

Carla Zampatti AM – Chairman

Appointed 17 December 1999 for five years and reappointed for a further five years in December 2004. Ms Zampatti is Executive Chairman of the Carla Zampatti Group and holds directorships with the Westfield Group and McDonald's Australia Limited. She is also a Trustee of the Sydney Theatre Company Foundation Trust; a Member of the Development Committee of the Sydney Theatre Company; and a Member of the Board of the Australian Multicultural Foundation.

Gerald Stone – Non-executive Director and Deputy Chairman

Appointed 1 December 2000 for five years and re-appointed for a further five years on 15 December 2005. Mr Stone is an author and journalist with wide experience in both the print and television media. He is a former editor-in-chief of *The Bulletin* magazine and was founding executive producer of *60 Minutes* on the Nine Network. He has also served as a senior current affairs executive with both the Seven Network and the Fox Network in New York. His published works include *War Without Honour*, *Compulsive Viewing*, *Singo*, and *1932*. Born in the USA, Mr Stone migrated to Australia in 1962.

Shaun Brown – Managing Director

Acting Managing Director from August 2005 until 14 February 2006 when he was appointed Managing Director for four years. Mr Brown joined SBS in January 2003 as Head of Television. He began his career in broadcasting with the ABC in Perth in 1970 and later worked as a reporter, presenter and producer with Television New Zealand (TVNZ) on a wide range of news and factual programs. At the BBC (1979-80) he was a current affairs producer and presenter. In 1994, TVNZ appointed him Managing Editor, News and Current Affairs. Mr Brown was made Head of Television One in 1997 and, in 2001, was appointed Head of Television responsible for running both TVNZ channels, a position he held until he joined SBS.

Patricia Azarias – Non-executive Director

Appointed 14 June 2006 for five years. Ms Patricia Azarias is an economist and former Director of the Internal Audit Division of the United Nations, the highest ranking Australian staff member in the UN. Her previous positions include Director, Infrastructure Funding, NSW Department of Transport (2003); Chief Executive, Ministry of Urban Infrastructure Management and Director, Infrastructure Coordination Unit in the NSW Premier's Department (2002-03); and Director, Public Accounts Committee, Parliament of NSW (1991-2001).

Jillian Broadbent AO – Non-executive Director

Appointed 16 May 2002 for four years and re-appointed for a further five years on 14 June 2006. Ms Broadbent is a member of the Board of the Reserve Bank of Australia and a Director of Woodside Petroleum Ltd and Coca-Cola Amatil Ltd. She is Chairman of the National Institute of Dramatic Art and Vice Chairman of the Art Gallery of NSW Foundation. Ms Broadbent has extensive experience in the banking and finance industry and a long-term involvement with the arts.

Peter Carroll – Non-executive Director

First appointed 20 December 1996 for three years and twice re-appointed in December 1999 and December 2002 for successive three year terms, and re-appointed for a further two years in December 2005. Mr Carroll is a graduate of Sydney and NSW universities and of the Central School of Speech and Drama in London. He has an Honorary Doctorate of Creative Arts from the University of Wollongong. He was Head of Voice and Speech at the National Institute of Dramatic Art from 1970-73 and then began an extensive performing career as a company member of Sydney's Nimrod Theatre. He has worked in film and television and with all State and commercial theatre managements. Peter has been a member of Actors' Equity and the MEAA for 35 years.

Peter Carroll



Bob Cronin



Ted Gregory



Christopher Pearson



Bob Cronin – Non-executive Director

Appointed 16 May 2002 for four years and re-appointed for a further four years on 14 June 2006. Mr Cronin is a Perth-based media consultant. He was editor-in-chief of West Australian Newspapers (1987-1996), editor of *The Sun* in Melbourne (1985-86), deputy editor of *The Courier-Mail* in Brisbane (1984) and editor of the *Border Mail* in Albury (1974-1982). He was a member of the Australian Press Council from 1987-96 and a founding director of Information Radio in Perth in 1991. He is a former Chairman of Oz Concert Inc and a former member of the council of Celebrate WA. In 1998 he was awarded the Ethnic Communities Council award for outstanding contribution to multiculturalism in Western Australia

Ted Gregory – Non-executive Director

Appointed 15 April 1999 for four years and re-appointed for a further five years in April 2003. Mr Gregory has extensive experience in the film, television, radio and home entertainment industries. He provides consultancy services to the DVD manufacturing, digital post production and new media industries. He is a member of the Curriculum Advisory Board of the Film and Television School of the Victorian College of the Arts, and a member of the Advisory Board of Omnilab Media Group, which is involved in film, TV program and digital media production, post production and distribution. In 2005, Mr Gregory was awarded Life Membership of the Screen Producers' Association of Australia in recognition of his service and contribution to the Australian film and television industries.

Christopher Pearson – Non-executive Director

Appointed 21 October 2003 for four years, Mr Pearson was founding editor of the *Adelaide Review* and the *Sydney Review*. He was also the first publisher of the privatised Wakefield Press, when it was sold by the South Australian Government following the Sesqui-Centenary of Settlement. Mr Pearson also worked as an ABC Radio broadcaster and as a weekly columnist in the national press since 1994. He served for two terms as a Director of the Australia Council and is currently serving a third term as a Director of the National Museum of Australia.

Retired Board Members

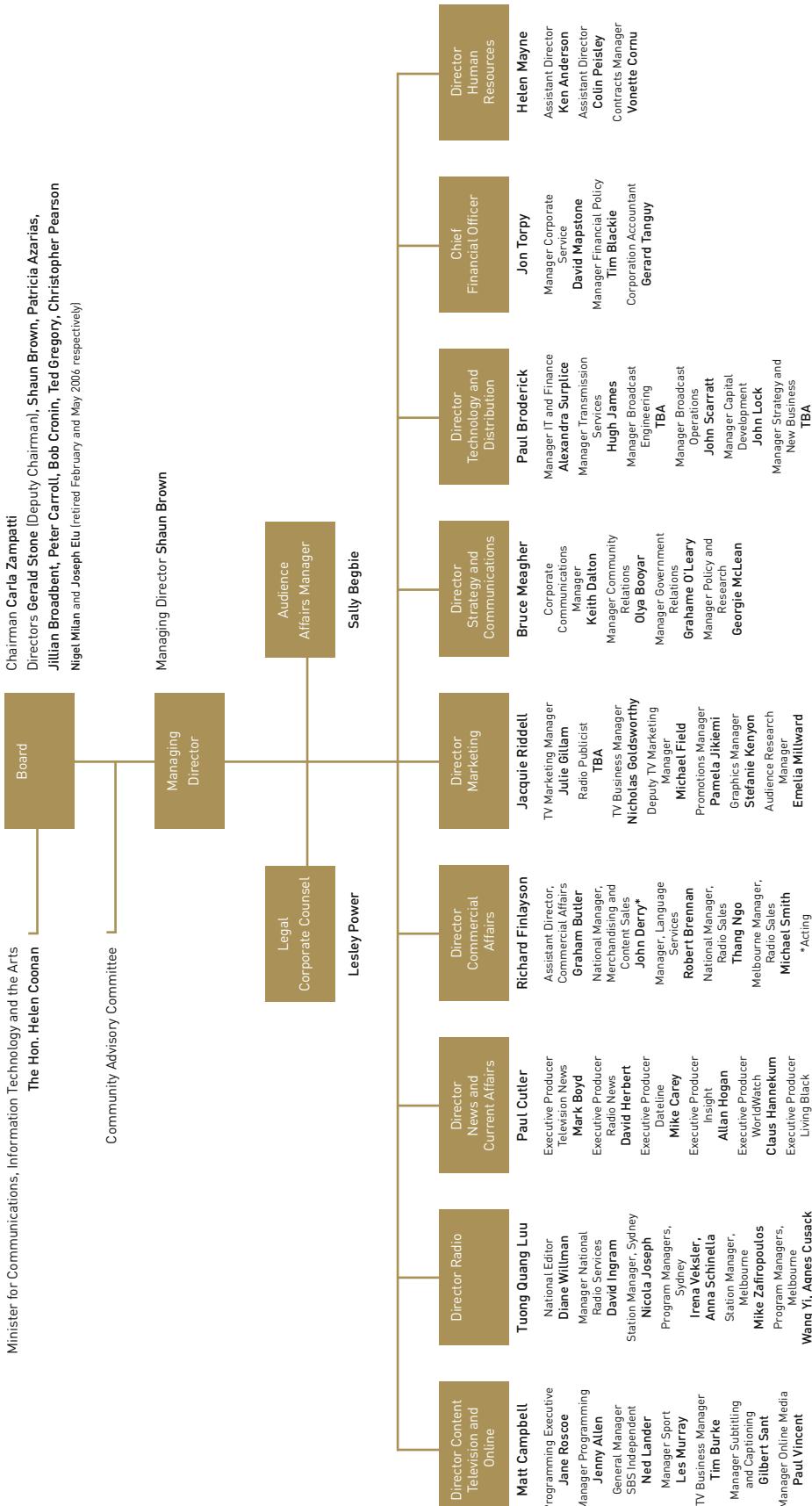
Nigel Milan: On 13 February 2006 Mr Milan's term as Managing Director expired and he retired from the Board. He was appointed on 2 February 1998 for five years. He was re-appointed for a further two years in February 2003 and in March 2004 his term was extended for a further year until February 2006. Mr Milan was formerly Chief Executive of Australian Radio Network Ltd, Chief Executive of Radio New Zealand, Chief Executive of the Nine Network's Radio Division and Deputy General Manager of the Macquarie Network. He is Chairman of The Fred Hollows Foundation and a Director of the Australian Chamber Orchestra.

Joseph Elu: On 30 May 2006 Mr Elu retired as a Non-executive Director after serving five years on the Board. Mr Elu is Chairman of Indigenous Business Australia (formerly CDC), a position he has held since December 1996. He is also Chairman of Seisia Council in Cape York; a member of the Torres Strait Regional Authority; Co-Chairman of the Indigenous Community Volunteers Foundation; and a member of the National Indigenous Council.

Board Dates and Attendances

The SBS Board met nine times during the year, including one extraordinary meeting: 5 August 2005, 30 September 2005, 9 November 2005, 16 December 2005, 10 February 2006, 17 March 2006, 27 April 2006, 31 May 2006 and 9 June 2006. Carla Zampatti, Gerald Stone, Bob Cronin and Peter Carroll attended all nine meetings. Ted Gregory, Jillian Broadbent, Christopher Pearson and Shaun Brown attended eight meetings. Joseph Elu attended five meetings, having retired in February 2006. Nigel Milan attended one meeting, in August, after which he went on leave until his term of appointment as Managing Director expired in February 2006.





Acting

01



Television and Online Content

JULY 2005

- ⊕ Live coverage of the 2005 Tour de France
- ⊕ SBS broadcasts the first test of the 2005 Ashes Test Series
- ⊕ Award-winning Indigenous drama series 'Dramatically Black' screens
- ⊕ Series of documentaries on Vietnam War 30th Anniversary
- ⊕ Major Tour de France website launched
- ⊕ Full news and statistical service for the 2005 Ashes website launched
- ⊕ Digital Video Broadcast to Handheld trial commenced with SBS Television

AUGUST

- ⊕ SBS broadcasts the 2nd, 3rd and 4th Ashes test matches
- ⊕ Coverage of the IAAF World Athletics Championships from Helsinki
- ⊕ **Swapping Lives** website launched as a 10-week serialised online documentary

SEPTEMBER

- ⊕ SBSi commissions Indigenous drama series, **The Circuit**
- ⊕ Premiere of three-part documentary series 'Divorce Stories'
- ⊕ Live coverage of the fifth and final Ashes test series
- ⊕ Danish crime drama **Unit One** begins on Friday nights
- ⊕ Launch of Australian documentary hubs 'Storyline Australia' and 'Inside Australia'
- ⊕ Series of contemporary Japanese animation films from Hayao Miyazaki

OCTOBER

- ⊕ Documentary **Swapping Lives** premieres in 'Storyline Australia'
- ⊕ **Betelnut Bisnis, Jewboy and Vietnam Symphony** screen at the Pusan International Film Festival
- ⊕ Indigenous Digital Media internship held in Sydney to produce Torres Strait Island online content

NOVEMBER

- ⊕ Terrorism Special documentary series in 'Cutting Edge', **The Power of Nightmares** and **The New Al-Qaeda**
- ⊕ Live broadcast of the World Cup qualifier games between Australia and Uruguay
- ⊕ **Look Both Ways** wins four AFI Awards and three IF Awards
- ⊕ **The Mysterious Geographic Explorations of Jasper Morello** wins two AFI Awards and IF Award
- ⊕ **Jewboy, John Safran vs God, Jabe Babe and Vietnam Symphony** win seven AFI Awards between them; **Jabe Babe** and **Green Bush** both win IF Awards
- ⊕ Live Internet audio and radio streams of World Cup qualifier for **The World Game** and **SBS Radio** websites.
- ⊕ SBS Online registers 6.9 million page impressions

DECEMBER

- ⊕ Multicultural series **Here Comes the Neighbourhood** premieres
- ⊕ **RAN (Remote Area Nurse)** website and **Strait Up** cross-platform launched
- ⊕ **Speaking in Tongues** Australia's first video podcast

JANUARY 2006

- ⊕ Landmark drama series **RAN (Remote Area Nurse)** premieres

FEBRUARY

- ⊕ **The Mysterious Geographic Explorations of Jasper Morello** nominated for an Academy Award
- ⊕ Launch of **Going Bush** with Deborah Mailman and Cathy Freeman
- ⊕ 'Fresh Australian Drama' season launch with premieres of **Jammin in the Middle E**, **Stranded**, **Jewboy**, **The Heartbreak Tour**, and **The Glenmoore Job**
- ⊕ **Swapping Lives** wins Australian Interactive Multimedia Association (AIMIA) award

MARCH

- ⊕ SBSi receives 1,750 scripts for new interstitial drama series **Marx and Venus**
- ⊕ SBS secures the exclusive rights to the 2010 and 2014 FIFA World Cups
- ⊕ **The Movie Show** video podcast launched

APRIL

- ⊕ SBS screens a season of Bollywood films in the 'Showcase Movie' slot
- ⊕ Launch of **Song for the Socceroos and Nerds FC**
- ⊕ **Freeload** user-generated multimedia platform launched

MAY

- ⊕ SBS broadcasts the **Eurovision Song Contest**
- ⊕ **Ten Canoes** *Un Certain Regard* screening at Cannes and wins the Special Jury Prize
- ⊕ **Look Both Ways** special screening at 45th International Critics' Week at Cannes
- ⊕ The World Game '2006 World Cup Edition' website launched
- ⊕ SBS websites register 7.6 million page impressions
- ⊕ SBS combined Podcasting site launched

JUNE

- ⊕ Landmark documentary series **First Australian Nations** begins production
- ⊕ **Ten Canoes** opens the Sydney Film Festival and screenings of **Making Ten Canoes**, **Footy Chicks** and **Green Bush**
- ⊕ Six-part multicultural series **Major Crime** commissioned
- ⊕ SBS presents live and exclusive coverage of the 2006 **FIFA World Cup**
- ⊕ Premiere of **Johnny Warren's Football Mission**
- ⊕ SBS Online achieves first monthly audience of 1 million
- ⊕ SBS website registers 15.8 million page impressions

TELEVISION

AUSTRALIAN PROGRAMMING

Programs commissioned by SBS Independent

In 2005-06, SBS Independent (incorporating the former Local Production unit) commissioned 367.5 hours of prime time documentaries, dramas and entertainment series (see Appendix 7). Since its establishment in 1994, SBSi has commissioned almost 1,200 hours of original Australian programming.

A total of 478 hours of SBSi-commissioned programs were broadcast on SBS Television during the year, including first run and repeat broadcasts.

The success and critical acclaim of SBSi dramas, documentaries and entertainment series continued both nationally and internationally with SBSi-commissioned programs winning 82 awards in 2005-06 (including 13 prestigious AFI awards and seven IF awards), with more than 75 screenings at film festivals around the world (see Appendix 15).

Drama

The feature films, *Ten Canoes* and *Look Both Ways*, were selected for screening at the Cannes Film Festival 2006, at which *Ten Canoes* won the Special Jury Prize. The half-hour animation, *The Mysterious Geographic Explorations of Jasper Morello*, nominated for both an Academy Award and a BAFTA, won 13 awards worldwide.

SBS audiences were treated to three new programs: the landmark drama series *RAN* (Remote Area Nurse); a series of Indigenous dramas titled 'Dramatically Black', and 'Australian Fresh Drama'; and a season of short multi-award winning feature films comprising *Jammin in the Middle*, *E*, *Stranded*, *Jewboy*, *The Heartbreak Tour*, *Martha's New Coat*, *The Glenmore Job* and *Roy Hollsdotter Live*.

Award winning feature films broadcast on SBS included *Beneath Clouds*, *The Tracker*, and *Walking on Water*.

The drama series *The Circuit*, which follows a travelling magistrate's court in Western Australia, began production in Broome in June 2006. Scripts for another new series, *Major Crime*, were delivered and production financing is well advanced.

The 25-part, five-minute series, *Marx and Venus*, was commissioned for production and the best 25 scripts, among 1,750 received in an Australia-wide call-out, have been chosen. Production in Western Australia will begin in the second half of 2006. A new 13-part, 25-minute series, *Kick* has also been commissioned for production.

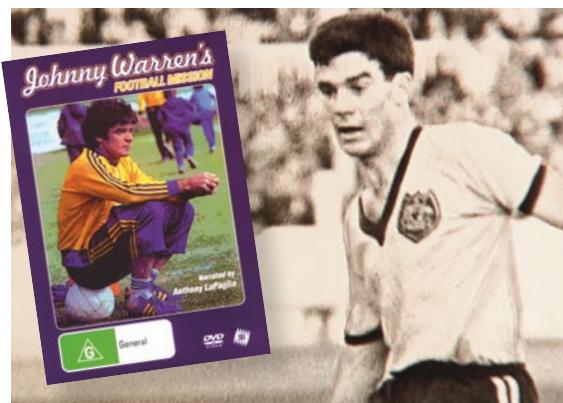
Comedy

With the success of the AFI award-winning comedy series, *John Safran vs God*, SBSi commissioned the series, *Speaking in Tongues* (broadcast November-December 2005) and in 2006 commissioned for development the series *John, Hurt* which follows the comedian's search for love.

From Paul Fenech, the creator of *Pizza*, SBSi commissioned four new comedy series: *Pizza*, series five; a new series, *Peak Hour*; and two specials, *Da Vinci Cup* and *World Record*. A new comedy series *Wilfred* has completed production.

Documentary

In 2005-06, the one-hour documentary strand 'Storyline Australia' (Thursdays 8.30pm) showcased many critically acclaimed programs including a three-part special, 'Divorce Stories', featuring unprecedented access to the Family Court of Australia and the Federal Magistrates' Court, and two one-hour specials: *Abortion*, *Corruption* and *Cops – The Bertram Wainer Story* and *Johnny Warren's Football Mission*.



 Johnny Warren played for Australia in 1974

Other programs included the multi-platform program shot in Indonesia and Australia, *Swapping Lives*; the story of cancer patients seek health through song, *Opera Therapy*; the Indigenous history, *Pioneers of Love*; an examination of the aftermath of the Cronulla riots on Australian-Lebanese, *After Cronulla*; and four documentaries commemorating the end of the Vietnam War.

The half-hour documentary slot 'Inside Australia' (Wednesdays 7.30pm) featured short series such as *Going Bush* (six episodes); *Submariners* (six episodes); *Heat in the Kitchen* (four episodes); *Stock Squad* (four episodes); and *Give Me a Break* (four episodes) and one-off documentaries such as *Wedding Sari Showdown*, *The Prodigal Son* and *Fair Dinkum Manjit*.

The four part series 'Loved Up', funded with the National Indigenous Documentary Fund (NIDF 6), featured the documentaries, *The Lore of Love*, *Endangered*, *Yellow Fella* and *Dream of Love*. A second series of *Going Bush* was commissioned for production in 2006-07.

Jabe Babe, an exploration of Marfan syndrome which was broadcast as a one-hour special in the 'Hot Docs' strand, won the IF Award for Best Documentary and the AFI Award for Best Direction in Documentary.

The feature length documentary, *Unfolding Florence*, by acclaimed director Gillian Armstrong, premiered at the 2006 Sydney Film Festival.

Who Do You Think You Are?, a landmark genealogical documentary series, was commissioned for delivery in 2007. A feature documentary, *Night*, by Indigenous director Lawrence Johnston, is currently in production and another feature length documentary, *Not Quite Hollywood*, about the history of Australian genre and exploitation movies, was commissioned.

**"FANTASTIC, FANTASTIC,
FANTASTIC! YOUR FOOTBALL
COVERAGE IS AMAZING.
CONGRATULATIONS SBS."**

Factual Entertainment/Entertainment Series

The fifth series of *Food Lovers' Guide to Australia*, hosted by Joanna Saville and Maeve O'Meara, went to air on Wednesday nights at 7.30pm. The program won the award for Best Food/Drink TV Show at the 2005 World Food Media Awards. A new 13-part series called *Food Safari*, to be hosted by Maeve O'Meara, is currently in production for broadcast late in 2007.

The final series of *The Movie Show*, presented by Jamie Leonarder, Megan Spencer, Fenella Kernebone and Marc Fennell, completed production in May 2006. *The Movie Show* online site is being expanded and will utilise the program's extensive archives.

A new multicultural magazine program, *Here Comes the Neighbourhood*, was broadcast in 2005-06. A second series has been commissioned for broadcast in the second half of 2006.

The in-house produced weekly program, *Hotline*, continued to present viewer feedback, both complimentary and critical.

The Two of Us, a 13-part half-hour series based on the regular Good Weekend column of the same name, was commissioned for broadcast in 2006-07.

Entertainment series commissioned in 2005-06 included: series two and three of the highly successful music show *Rockwiz*; a second series of *In Siberia Tonight* and the Ashes chat show, *Under the Grandstand*. Two special series, *Nerds FC* and *Song for the Socceroos*, were commissioned by SBSi and broadcast in the lead up to the 2006 FIFA World Cup.





Over eight episodes the 14-member Nerds FC captured the hearts of Australian viewers

SBSi Indigenous Productions

SBSi maintained its strong support of Indigenous productions in 2005-06 with the commissioning of a further 14.5 hours of Indigenous programs.

During the year, 17.5 hours of first run Indigenous programs were broadcast on SBS Television, including two drama series, two documentary series and three highly successful feature films, *The Tracker*, *Beneath Clouds* and *Australian Rules* which, between them, have won more than 30 awards.

'Dramatically Black', a series of half-hour dramas (Sundays 7.30pm), showcased the national and international award-winning work of Indigenous filmmakers with *Plains Empty*, *The Djarn Djarns*, *SA Black Thing* and *Green Bush*.

The landmark drama series, *RAN* (Remote Area Nurse), set in the Torres Strait and starring Susie Porter and Charles Passi, was broadcast on SBS Television in January 2006 to great critical acclaim. The program, which was SBSi's most expensive drama series and among its most popular, achieved

66% more viewers than the average 2005 audience for the Thursday 8.30pm timeslot. The series had a strong female profile, with women accounting for over 55% of viewing.

One episode of the four-part Indigenous documentary series *Going Bush*, with Deborah Mailman and Cathy Freeman, produced the highest ratings ever for the Wednesday 7.30pm timeslot. Given the series success, a second series of *Going Bush* was commissioned for production in 2006-07, to be hosted by Cathy Freeman and Anthony Mundine.

SBSi continues to commission the National Indigenous Documentary Fund (NIDF) series in collaboration with the Australian Film Commission's Indigenous Unit. 'NIDF Series Six', featuring the award-winning *Yellow Fella*, was broadcast on SBS Television in May 2006 (Wednesday 7.30pm). The 'NIDF Series Seven' completed production and premiered in a gala presentation at the Sydney Opera House during the Indigenous arts festival Message Sticks 2006. 'NIDF Series Nine' has been commissioned for production.



Production also began on the feature-length documentary, *Night*, by Indigenous filmmaker Lawrence Johnston, the award-winning director of *Eternity* and the feature film *Life*.

A new documentary, *Vote Yes for Aborigines*, was commissioned for development and production by SBSi to celebrate the 40th anniversary of the 1967 referendum which granted citizenship rights to Aborigines. In addition to the one hour documentary, there will be four two-minute short films that tell short, factual stories about the referendum.

The groundbreaking Indigenous documentary series, *First Australian Nations*, began production and is due for delivery in 2007. This eight-part series, which tells the history of Indigenous Australia, will be the most comprehensive program of its kind ever to be shown on television. In their extensive consultations, the producers, Darren Dale and Rachel Perkins, spoke to Aboriginal elders and community members as well as Aboriginal councils, Aboriginal and non-Aboriginal historians, anthropologists, museum curators and archaeologists from all over Australia. The series is a collaboration between the Film Finance Corporation (FFC), the NSW Film and Television Office, ITVS (American Public Broadcaster), the South Australian Film Commission, Screen West, and Film Australia.

In association with the Australian Film Commission, SBSi commissioned 13 five-minute Indigenous interstitials, *A Bit of Black Business*, which aim to provide an opportunity for emerging Indigenous filmmakers to experiment in the short format.



 Some of football's greatest moments captured in
'More Than Just a Game'

Transmitted Indigenous Programs (First Run)

The Tracker

Australian Rules

Beneath Clouds

Feature Films (1½hrs)

Five Seasons

Documentary 'Storyline Australia' (1 hr)

The Plains Empty

The Djarn Djarns

Sa Black Thing

Green Bush

'Dramatically Black' series (4 x ½hrs)

The Lore of Love

Yellow Fella

Endangered

Dream of Love

'Dramatically Black' series (4 x ½hrs)

'Going Bush' (Deborah Mailman and Cathy Freeman)

Documentary Series (4 x ½hrs)

'RAN' (Remote Area Nurse)

Drama series (significant Indigenous content) (6 x 1 hr)

Commissioned Programs

My Brother Vinnie

Documentary 'Inside Australia' (NIDF7)

The Circuit

Drama Series (6 x 1 hrs)

Going Bush with Cathy Freeman and Anthony Mundine

Documentary Series (4 x ½hrs)

In Search of Bony

Documentary, 'Storyline Australia' (1 hr)

A Bit of Black Business

Interstitials (13 x 5 mins)

In My Father's Country

Documentary, 'Storyline Australia' (1 hr)

NIDF 9

Documentary, 'Storyline Australia' (2 x 1 hrs)

Vote Yes for Aborigines

Documentary, 'Storyline Australia' (1 hr)

SBSi and its Federal and State 'Creative Alliances'

SBSi and Film Finance Corporation Australia

SBSi Accords

Abortion Stories
The Book that Shook the World
In Search of Bony

Commissioned by SBSi in 2004-05 and financed by FFC in 2005-06

Suburb for Sale
Do Not Resuscitate
Buchenwald Ball

Non-Accord documentaries

Here Comes Charlie
The Last Forest
Fat Chance
After Cronulla
NIDF9
Vote Yes for Aborigines
Race for the Beach
All that Glitters
Not Quite Hollywood
My Brother Vinnie

Documentary Series

Going Bush (Series 2)
Real Top Guns

Drama Series

The Circuit

SBSi and the Australian Film Commission

Dramas (interstitials) co-financed with the Project Development Branch

Podlove
A Bit of Black Business
Vote Yes for Aborigines

Documentaries co-financed with the AFC Indigenous Branch

My Brother Vinnie, NIDF7
NIDF9, Project 1 and 2
Vote Yes for Aborigines

Documentaries co-financed with the AFC Project Development Branch

Nurse Maggie
In My Father's Country

Animations

Chainsaw

SBSi and Film Australia

Documentaries series co-financed with Film Australia

Policing the Pacific
Who Do You Think You Are?
Downunder Grads

Documentary production co-financed with Film Australia

The Fabric of a Dream
Growing Up and Going Home

SBSi and Film Victoria

Dramas co-financed with Film Victoria

Kick

Documentaries co-financed with Film Victoria

My Brother Vinnie, NIDF7
The Last Forest
Going Bush (Series 2)
Halal Mate

Animations co-financed with Film Victoria

Chainsaw

SBSi and New South Wales Film and Television Office

Documentaries co-financed with NSW FTO

Elvis Lives in Parkes
Here Comes Charlie
Naked on the Inside
Fat Chance
Growing Up and Going Home
Junction House Blues
In My Father's Country
Vote Yes for Aborigines
Global Aging

SBSi and South Australia Film Corporation

Documentaries co-financed with SAFC

Fair Dinka
Risking it All?
Is Your House Killing You?

SBSi and ScreenWest (WA)

Documentaries co-financed with ScreenWest

Desperately Seeking Doctor
Who Do You Think You Are?
Eco House

Drama series co-financed with ScreenWest

The Circuit

SBSi and Pacific Film and Television Commission (QLD)

Documentaries co-financed with PFTC

Elvis Lives in Parkes
Downunder Grads

SBSi Transmitted Programs – First Run

A total of 478 hours of SBSi-commissioned programs were broadcast on SBS Television in 2005-06. Of these, 222.5 hours were first run programs. This included drama, documentaries and entertainment programming commissioned by SBSi from the General Production Fund and the Special Production Fund.

General Production Fund

A total of 193 hours of documentaries, dramas and entertainment series were transmitted in 2005-06, comprising 111 hours of documentary, 79 hours of factual entertainment and entertainment series, and three hours of drama (including comedy).

'Inside Australia' (Half-hour documentaries)

Heat in the Kitchen	Three Sydney restaurants compete for the prestigious 'hats' (4 x 1/2hr series)
Going Bush with Deborah Mailman and Cathy Freeman	Stories of some big, life-changing decisions. Made by new WA directors in conjunction with Screen West. (3 x 1/2hr)
Stock Squad	The Stock Squad police investigators track down cattle thieves (4 x 1/2hr series)
Give Me a Break	Four apprentices try their luck in new jobs (4 x 1/2hr series)
Wedding Sari Showdown	An Australian-Indian woman marries into a traditional Indian family in Rajasthan
The Prodigal Son	A traditional Macedonian father confronts his gay son after 15 years

'Storyline Australia' (One-hour documentaries)

Operation Babylift	The stories of three Vietnamese babies adopted after Saigon's fall
Vietnam Symphony	In the midst of war the Vietnamese Conservatoire of Music moved underground
Vietnam Minefield	The Australian military's landmines blunder in war-torn Vietnam
Vietnam Nurses	The Army nurses who served in Australia's only field hospital in Vietnam
Black Soldier Blues	WW2 US troops based in Australia confront the 'White Australia' policy
Swapping Lives	Two girls swap countries to experience how the other lives
Pioneers of Love	The epic love story of a Russian nobleman and his Aboriginal wife (2 x 1 hrs)
Divorce Stories	A personal look at the cause and impact of divorce (3 x 1 hrs)
Opera Therapy	Cancer patients sing their way to health
Five Seasons	The Numurindi people are still guided by the seasons and the Dreamtime
Abortion, Corruption & Cops – The Bertram Wainer Story	The true story of Melbourne's crusading pro-choice doctor
Johnny Warren's Football Mission	The late Johnny Warren's contribution to the rise of soccer in Australia

One-hour documentaries

Sydney at War: The Untold Story	The Japanese midget submarine attack on Sydney Harbour in 1942
Jabe Babe: A Heightened Life	Jabe Babe, 188cm tall, suffers from the life-threatening Marfan Syndrome
Super Flu: Race Against a Killer	If today's flu doesn't get us, history tells us that another one will

Compiled documentaries

Global Village	The people, places and cultures of the world (1/2hr series)
Thalassa	French documentary series about people's life connections with the sea (1/2hr series)

Factual Entertainment

Nerds FC	How 14 'nerds' train for three months to become a football team (8 x 1/2hr episodes)
The Movie Show	Reviews of the latest cinema and DVD releases (48 x 1/2hr episodes)
Here Comes the Neighbourhood (Series 1)	Pria Viswalingam discovers the people who make up multicultural Australia (10x 1/2 hr episodes)
The Food Lovers' Guide to Australia (Series 5)	Maeve O'Meara and Joanna Savill explore Australian food (13 x 1/2hr episodes)



 Song for Socceroos hosts Julia Zemiro, Damien Lovelock and John Foreman and (above) contest winners Freedom of Thought and their anthem 'Green and Gold'

Factual Entertainment *continued*

Fork in the Mediterranean (Series 9)	Pria Visawlingam travels to Israel, Gibraltar and Turkey (3 x 1/2hr episodes)
Oz Concert 2006	Highlights of the multicultural Australia Day concert in Perth (1 hour)
If Awards 2005	The people's choice awards for Australian films (75 mins)
Ethnic Business Awards 2005	Highlights of the annual Ethnic Business Awards ceremony (1 hour)
Hotline	Electra Manikakis presents viewer feedback (42 5-minute episodes)

Entertainment series

RocKwiz (Series 2)	Music quiz with a rock and roll bent (18 1/2hr episodes)
Speaking In Tongues	John Safran and Father Bob Maguire chat about religion (12 x 1/2hr episodes)
In Siberia Tonight (Series 2)	A very personal tonight show with comedian Steve Abbott (10 40-minute episodes)
Under The Grandstand (Series 1)	Steve Abbott's comedic look at the Ashes Test Series (10 1/2hr episodes)
Song for Socceroos	A song writing competition for the Socceroos anthem (7 x 1/2hr episodes)
Austen Tayshus Australia Day 2006	An Australian comedian's idiosyncratic view of the nation (1 hour)

Comedy Series

Pizza (Series 4)	The final three episodes of the cult favourite (3 x 1/2hr episodes)
Pizza Da Vinci Cup	Are the World Cup and the Da Vinci Code connected? (3 x 1/2hr episodes)

Interstitials

Football Shorts	What football means to many of its most ardent Australian fans (5 x 2 mins)
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Special Production Fund

A total of 29.5 hours of documentary and drama were commissioned under the Special Production Fund. There were 22 hours of drama, which included three separate series and five films, and 7.5 hours of documentaries.

'Inside Australia' (Half-hour documentaries)

Submariners (Series 1)	Onboard one of Australia's controversial Collins Class submarines (6 x 1/2hr series)
Yellow Fella	A personal journey into the life of Aboriginal, Tom Lewis
Endangered	Is there a scarcity of eligible male Aborigines?
The Lore of Love	At Yuendumu in the 1970s love among mixed couples was risky
The Dream of Love	A filmmaker examines the romantic aspirations of his family
Fair Dinkum Manjit	The patriotic ambitions of a fair dinkum, singing Indian cabbie

'Storyline Australia' (One hour documentaries)

The Big Lie	A cancer struck working-class mother of four sues a tobacco company
Pizza Da Vinci Cup	Are the World Cup and the Da Vinci Code connected? (3 x 1/2hr episodes)

One Hour Documentaries - Special

Habibi Jammin	The Making of 'Jammin' in the Middle E
Fair Dinkum Manjit	The patriotic ambitions of a fair dinkum, singing Indian cabbie

Drama Series

RAN (Remote Area Nurse)	A nurse battles for acceptance on a Torres Strait island (6 x 1 hr series)
'Dramatically Black' (4 x 1/2hr series)	
Green Bush	DJ Kenny realises his job is more than playing music
Sa Black Thing	A three-day mystery flight changes Clint forever
The Djarn Djarns	The friendships and cultural affinity of four young boys
Plains Empty	Sam's isolated life in a mining camp is about to change
'Fresh Australian Drama' Season (5 x 1 hrs)	
Jammin in the Middle E	An Australian-Arab comedy about families, food and rap
Stranded	A girl tries to cope after the death of her mother
Jewboy	A young man searches for his place in the world
The Heartbreak Tour	Girlfriends revisit the venues of their romantic disasters
The Glenmoore Job	Fresh out of prison, Warren does one last job

Feature Films

Australian Rules	The story of 16-year-old Gary Black
The Tracker	The hunt for a fugitive in the Australian outback
Beneath Clouds	A teenage girl's search for identity
You Can't Stop the Murders	A series of murders rattles a small town
Walking On Water	How people deal with loss and grief

Animation

The Mysterious Geographic Explorations of Jasper Morello	A disgraced aerial navigator begins a desperate voyage of redemption (1 x 1/2hr)
Medusa	Medusa's blind date with Eric spells trouble (3 mins)

Interstitials

One Minute to Midnight (Series 1)	Being old doesn't mean you can't have an opinion (13 x 1 min)
Frocks Off (Series 1)	The transformative power of frocking up (12 x 4 mins)

Sport

SBS's coverage of the FIFA World Cup was the most successful ever. Beginning 10 June 2006 with a live broadcast of the opening ceremony, SBS's coverage continued throughout the month. By the end of the financial year, and with more matches to be played, SBS had broadcast 185 hours of World Cup programming, including live matches, the prime time highlights program and match replays. For the first time, the event was broadcast in widescreen, with a separate and dedicated enhancement channel provided on SBS Digital 33.

Compared with 1998, when the World Cup was played in a similar time zone, average audience numbers for the 2006 championship grew by 34%. The Australia vs Italy game, at 1am, broke late night viewing records and became the second most watched program ever broadcast on SBS, behind the World Cup Qualifier which ran in prime time.

The SBS World Cup coverage was also broadcast into several Oceania countries under SBS's broadcast agreement with FIFA.

In the lead up to the World Cup, SBS broadcast all eight matches played by the Socceroos in the team's qualifying matches. The crucial deciding match against Uruguay was the highest rating program in SBS's history. The audience peaked at 4.6 million viewers nationally.

The current SBS rights contract for Socceroo matches expires 31 December 2006. From the beginning of 2007, Socceroo matches will be televised exclusively on pay television until the end of 2013.

SBS Television's coverage of all five test matches of the 2005 Ashes tour brought record audiences to SBS. The cumulative audience reach for the entire series was 8.5 million in capital cities and approximately 3.5 million in regional areas. The final test saw an all time record prime time share of 21% on the last day of play.

For the first time, SBS's coverage of the Tour de France included live coverage of all 21 stages of the world's biggest cycling tournament. These broadcasts, coupled with the nightly highlights program, almost doubled the previous year's average audience overall.

Under its partnership with the sport's national body, Cycling Australia, SBS broadcasts all three major national championships – road, track and mountain – over its longest cycling season ever.

Major Rights Acquisitions

In March 2006, SBS secured the exclusive rights to the FIFA World Cup South Africa 2010 and FIFA World Cup 2014. The agreement includes all FIFA events for eight years from 2007 to 2014, including the Confederations Cups and the Women's World Cups, with a total of 32 world championship events over the term.

SBS also is negotiating to renew the contract for the rights to the UEFA Champions League, the world's premier club competition, for the next three seasons until 2009.

In an extension of its relationship with the Tour de France, SBS secured the mobile telephony and online rights to the tournament, ensuring greater content and choice for its audiences.





Top 20 Sporting Events 2005-06

Programs	Total People 000s
1 World Cup Qualifier: Australia vs Uruguay (above)	2,484
2 World Cup: Italy vs Australia Round of 16	2,297
3 World Cup: Australia vs Japan	2,166
4 World Cup: Croatia vs Australia	1,881
5 Football: Australia vs Greece	1,636
6 World Cup: Brazil vs Australia	1,549
7 Ashes Test Series: 2nd Test (Day 4 Session 1)	1,086
8 Ashes Test Series: 5th Test (Day 5 Session 2)	1,051
9 Ashes Test Series: 1st Test (Day 3 Session 1)	964
10 Ashes Test Series: 4th Test (Day 1 Session 1)	938
11 Ashes Test Series: 3rd Test (Day 1 Session 1)	938
12 World Cup: England vs Paraguay	897
13 World Cup Qualifier: Uruguay vs Australia	671
14 World Cup: Serbia & Montenegro vs Netherlands	630
15 Football: Netherlands vs Australia	586
16 World Cup: Japan vs Croatia	547
17 World Cup: Japan vs Brazil Delayed	508
18 World Cup: Argentina vs Serbia & Montenegro	487
19 World Cup: Portugal vs Iran	474
20 World Cup: Germany vs Argentina Quarter Final	451

* Only the top rating Ashes session per test match is shown.

INTERNATIONAL PROGRAMMING

SBS broadcast 3,229 hours of subtitled international programs on its principal analogue service in 2005-06. First-run programs subtitled by SBS during the year totalled 564.5 hours. Further subtitling occurred for *Dateline* (9 hours), SBSi (5.7 hours) and sports and other programming (5.3 hours). Captioning for the hearing impaired totalled 370 hours and 51 hours of programs were re-narrated.

Documentaries

More than 580 hours of international documentaries were broadcast. Audience numbers grew, attracted by strong world events programming in the 'Cutting Edge', a compelling line up of historical documentaries and the introduction of a new science documentary strand on Sunday evenings.

Highlights of the 'Cutting Edge' timeslot (Tuesdays 8.30pm) included a Special on Terrorism that presented two different viewpoints. The two three-part documentary series – the award-winning BBC series, *The Power of Nightmares* and *The New Al-Qaeda* from Channel 4 – were shown consecutively over two weeks in November 2005.

SBS's historical strands were well represented through new series including a special season in 'Lost Worlds' exploring key women in history (Marie Antoinette, *Dangerous Liaisons: Famous Mistresses*). 'Lost Worlds' documentaries that proved most popular with audiences included *Secrets of the Maya Underworld*, the three-part documentary series, *Ancient Discoveries*, and *The Secrets of the Mary Rose*. Historical events covered in 'As It Happened' (Saturdays 7.30pm) included the sinking of the Kursk submarine (*The Kursk: A Submarine in Troubled Waters*), the chemical explosion in Bhopal (*One Night in Bhopal*), as well as a continuing series on World War II.

The new 'Science' strand (Sundays 8.30pm) exceeded expectations with a range of eclectic documentaries including a mini-season on Einstein, innovative approaches to biological science (Dr Tatiana's Sex Advice to All Creation), and a major series examining the pharmaceutical industries (Global Health).

Popular Science

Mythbusters continued to win large audiences in the 'Popular Science' timeslot (Mondays 7.30pm). *Top Gear* also proved successful in this timeslot, with the quirky car show attracting a broad audience.

Drama

SBS continued to showcase high quality drama from around the world. The Austrian crime series, *Inspector Rex* (Thursday 7.30pm) remained the audience favourite. Other popular dramas were the British series, *Shameless* and *Funland* and the fifth and final series of the US drama *Queer as Folk* (Mondays at 10pm); the Emmy Award-winning Danish crime drama, *Unit One* (Fridays 8.30pm); and the Belgian drama *Russian Dolls* (Fridays 10pm).

Entertainment

Cook-off cult classic, *Iron Chef*, continued to enthrall viewers with its mix of game show and cooking show elements. On Monday nights, animated comedy continued with new episodes of *South Park* and the new series, *Drawn Together*. Friday nights at 7.30pm was home to travel shows as diverse as *Tribe*, *Holidays in Places that Don't Exist*, and *The Hairy Bikers Cookbook*.

Feature Films

'Sunday Showcase' (9.30pm) was host to a number of successful movie seasons. Highlights included a season of SBSi-funded features including *Beneath Clouds* and *The Tracker*, as well as a Bollywood season, with the cricket-themed and Oscar nominated *Lagann: Once Upon a Time in India* proving to be the most popular.

The 'Festival Movie' slot (Wednesday 10pm) hosted a number of seasons related to international festivals, genres and world cinema. As well as work from the UK (24 Hour Party People, *Morvern Callar*) and the American independent sector (*Donnie Darko*, *The Virgin Suicides*), highlights included an exciting collection of contemporary Japanese animation from Hayao Miyazaki including *Laputa: Castle in the Sky*, *Nausicaa of the Valley of the Winds*, and *Spirited Away*. Other 'Festival Movie' titles included *All About My Mother* (Spain), *Beijing Bicycle* (China), *The Circle* (Iran), *In the Mood for Love* (Hong Kong), *The Magdalene Sisters* (Ireland) and *The Piano Teacher* (France).

The Tuesday movie continued to provide feature films in a diverse range of languages, from Fijian and Kurdish to Macedonian and Arabic.

Specials

During the 2005 Ashes series and the 2006 FIFA World Cup, SBS broadcast a series of documentaries, films and entertainment programs to complement its live television coverage. In May 2006, SBS broadcast the song contest and cult event, *Eurovision Song Contest 2006* and the 2006 New Year's Day Concert from Vienna.

'Masterpiece' (Saturdays 1pm) continued its quest to showcase the best in the performing arts. Among the musical highlights were: *Cosi fan Tutte* from Berlin's State Opera; James Morrison's *From Mozart to Morrison*; and the International Emmy award-winning *Holocaust, a Music Memorial Film* from Auschwitz. In the visual arts, there were profiles of video artist Bill Viola and Impressionist Camille Pissarro.

SBS Attendance at Film Festivals and Markets

National

Melbourne Film Festival

Australian International Documentary Conference, Melbourne

St Kilda Film Festival

Sydney Film Festival

International

Banff World Television Festival, Canada

BBC Showcase, Britain

Berlin Film Festival, Germany

Brazil Film Market

Clermont-Ferrand Short Film Festival, France

French TV Screenings

Gothenberg Film Festival, Sweden

Guadalajara Film Market, Mexico

Guangzhou Documentary Conference, China

Hong Kong Film Mart

Hot Docs, Canada

International Documentary Film Festival, the Netherlands

London Film Festival, Britain

MIPCOM TV Market, France

MIPDOC, France

MIP-TV Market, France

Netherlands Film Festival

RAI Trade Screenings, Italy

Rotterdam Film Festival, The Netherlands

Sithengi, Cape Town, South Africa

Sunny Side of the Doc, France

Thessaloniki Film Festival, Greece

Toronto Film Festival, Canada

World Congress of History Producers, Italy

AUDIENCES

In 2005, the number of people watching SBS Television on average each week increased to 5.44 million in the five mainland capital cities (Sydney, Melbourne, Brisbane, Adelaide and Perth) and to 2.71 million people in regional areas. This growth in average weekly reach was particularly strong as a result of the 2005 Ashes Test Series broadcast in July-August 2005. SBS Television's share of free-to-air viewing in the five capital cities between 6pm and midnight was a record 6.4%, exceeding the previous record set in 2002, a FIFA World Cup year.

Audience Share

SBS's prime time (6pm-midnight) share of People 16+ was 6.4% in 2005, compared with 5.1% the previous year. This is the highest annual share result for SBS, helped by the 2005 Ashes Series and the Australia vs Uruguay World Cup Qualifier.

People 16+, five capital cities, 6pm to midnight

Year	Audience Share
2002	5.3%
2003	5.1%
2004	5.1%
2005	6.4%

Average Weekly Reach

In 2005, the average weekly reach for SBS Television in the five mainland capital cities was 5.44 million people, up from 4.93 million people in 2004. In regional areas, SBS reached 2.71 million people on average each week, compared with 2.3 million in 2004. These figures do not include viewers in Darwin and SBS's 341 self-help transmitter sites where audience reports are not available.

Five capital cities, Sun-Sat, 24 hours, all people (000s)

Year	Five Capital Cities	Regional
2002	5,401	2,239
2003	4,975	2,296
2004	4,930	2,302
2005	5,443	2,713

Weekly Reach by Market

Sun-Sat, 24 hours, all people (000s)

	2003	2004	2005
Five Capital Cities			
Sydney	1,564	1,546	1,660
Melbourne	1,444	1,439	1,511
Brisbane	828	832	1,628
Adelaide	517	506	950
Perth	622	606	641
Cities total	4,975	4,930	5,444

Regional*

	2003	2004	2005
NSW regional	1,187	1,214	1,397
VIC regional	404	432	532
QLD regional	503	461	583
Tasmania	202	196	201
Regional total	2,296	2,302	2,713

* 2003 and 2004 based on SBS local signal only. 2005 based on SBS local and spill.

SBS TV and all Free-to-Air Television

In 2005, the number of people watching SBS increased at a greater rate than for the free-to-air market. Whereas total free to-air average weekly reach grew by 2%, from 12.04 million in 2004 to 12.27 million in 2005, SBS's average weekly reach rose from 4.93 million in 2004 to 5.44 million in 2005, an increase of 10%.

Five capital cities, Sun-Sat, 24 hours, all people (000s)

Year	SBS	All FTA
2003	4,975	12,296
2004	4,930	12,037
2005	5,443	12,265

Weekly Reach by Key Demographics

In 2005, SBS increased its reach across all demographics. Growth was highest among women. SBS reached 2.27 million Women 18+ on average each week compared with 2.04 million in 2004.

Five capital cities, Sun-Sat, 24 hours reach 000s

Demographic	2003 000s	2004 000s	2005 000s
People under 40	2,230	2,158	2,393
People 40+	2,745	2,772	3,051
Total	4,975	4,930	5,444
Men 18-39	872	854	914
Men 40-54	667	658	699
Men 55+	771	781	875
Men 18+	2,310	2,293	2,487
Women 18-39	703	702	789
Women 40-54	564	538	601
Women 55+	740	799	876
Women 18+	2,007	2,040	2,266



 SBS reached 914,000 males aged 18-39 on average each week in 2005

Viewing by Ethnicity

Percentage of population reached by SBS Television in an average week

24 hour, Sun-Sat reach %

Five Capital Cities	2001	2002	2003	2004	2005
Born overseas in a non-English speaking country	54%	56%	56%	54%	50%
Born in Australia or in an overseas English speaking country	54%	56%	56%	54%	50%
Total people	39%	41%	38%	36%	39%

Regional Areas (Regional data not available prior to 2005)	2005
Born overseas in a non-English speaking country	56%
Born in Australia or in an overseas English speaking country	43%
Total people	43%

Top 50 Programs 2005-06

	Programs		Total people 000s
1	World Cup Qualifier: Australia vs Uruguay	World Cup Qualifier	2,484
2	2006 FIFA World Cup: Italy vs Australia	World Cup	2,297
3	Football: Australia vs Greece	Sport	1,636
4	The 2005 Ashes Test Series (2nd Test)	Ashes Series	1,086
5	Mythbusters	Popular Science	1,008
6	World News Australia Late	News	690
7	Under The Grandstand	Variety	617
8	Football: Netherlands vs Australia	Sport	586
9	2006 FIFA World Cup Highlights (Ep 8)	Sport	545
10	Secrets of the Maya Underworld	Lost Worlds	526
11	South Park	Comedy	513
12	Top Gear	Entertainment	511
13	Pizza	Comedy	499
14	The Meth Epidemic	Cutting Edge	493
15	Inspector Rex (Rpt)	Drama series	479
16	Enemy Image	Cutting Edge	477
17	David Beckham	Documentary	473
18	World War 2 In Colour	As it Happened	470
19	Piracy in the Straits	Cutting Edge	470
20	Ancient Discoveries	Lost Worlds	463
21	Eurovision Song Contest 2006 (Final)	Special	462
22	The Secrets of the Mary Rose	Lost Worlds	458
23	Leonardo's Dream Machines (Rpt)	Lost Worlds	456
24	The World Cup Show	Sport	455
25	King Solomon's Tablet of Stone	Lost Worlds	452
26	Karakum: A City Under the Sand	Lost Worlds	437
27	The Pacific War In Colour	Documentary	420
28	The Mystery of the Human Hobbit	Science	418
29	Tour de France 2005 (Stage 20)	Sport	415
30	The Power of Nightmares	Cutting Edge	412
31	Dangerous Liaisons: Famous Mistresses	Lost Worlds	410
32	World News Australia	News	409
33	The Storm	Documentary	408
34	Someone's Watching	Cutting Edge	406
35	France's War: In Colour	Documentary	403
36	Intelligent Design	Cutting Edge	403
37	Einstein's Unfinished Symphony	Science	398
38	Dr Tatiana's Sex Advice to all Creation	Science	397
39	The Dark Secret of Hendrik Schön	Science	395
40	The New Al-Qaeda	Cutting Edge	394
41	Great Escape	As it Happened	392
42	The Normans: A Dynasty that Shaped the World (Rpt)	Lost Worlds	391
43	RAN (Remote Area Nurse)	Drama series	391
44	Marie Antoinette	Lost Worlds	385
45	Iron Chef	Variety	381
46	New Orleans: Anatomy of a Disaster	Science	377
47	Extraordinary People	Documentary Series	376
48	Metropolis: The Power of Cities (Rpt)	Documentary	375
49	The Wave that Shook the World (Rpt)	Cutting Edge	373
50	In Search of the Perfect Penis	Documentary	369

*Titles are included only once, with only the top rating episode from a series or sporting event (including the FIFA World Cup and the Ashes series) represented.

ONLINE

The Digital Media unit expanded SBS's online presence and connection with its audience through six major initiatives during the year. These were to:

- ④ Deliver more digital content across more platforms;
- ④ Increase audio and video services online;
- ④ Expand interactivity for audiences;
- ④ Improve and increase user-generated content;
- ④ Provide more efficient delivery of advertising; and
- ④ Improve the publishing infrastructure.

These initiatives ensured a greater, more involved audience for all major broadcast sites, information services, and digital content services.

Under its domain, www.sbs.com.au, SBS maintains more than 130 websites that deliver content for the five major publishing portfolios – News and Current Affairs, Sport, Entertainment, Documentary and Radio. The online television guide is the most accurate and up to date information on all SBS programs.

Traffic to all SBS websites increased in 2005-06, continuing the annual trend of the past five years.

In June 2006, during the FIFA World Cup, a record 15.8 million page impressions were recorded. In the same month, SBS Online registered a record 1.04 million unique users. The number of unique users visiting SBS Online has grown 31% each year since 2002.

sbs.com.au

The SBS homepage was re-designed during the year in order to better present its ever-increasing range of multimedia services. As the only place where information about all aspects of SBS is readily available, www.sbs.com.au now offers better content convergence across Television, Radio and Online, and increased availability of video and audio services.

Among the major sites, the World News Australia website is the second biggest with a host of daily video and audio content and a vast range of text resources. Details of this website www.worldnewsaustralia.com.au have been included in the News and Current Affairs section of the Annual Report.

Sport

The World Game at www.theworldgame.com.au is the most popular soccer website in Australia and in February it received the ratings-based online industry Hitwise Award for 'Best Soccer Site'.

In the lead-up to the World Cup, the site was re-designed and re-launched with greater editorial capacity and interactive features in order to ensure its continued market leadership for football news and information.

In May, the '2006 World Cup Edition' of the site was launched. It included a Socceroos feature site, tournament background material, team and player profiles, live scoring data, email newsletters, mini video documentaries profiling each team, picture galleries, interactive games, competitions, on-the-road and analytical blogs, TV schedules, and, during the tournament, up to 50 news items per day.

In addition to supporting the SBS Television broadcasts, the site provided the most comprehensive online coverage of the tournament in Australia, and regularly registered over half a million page impressions per day.

For the 2006 Tour de France, SBS online hosted the official Australian website for the event at www.sbs.com.au/tdf. A significant part of the rights package was the ability to exclusively broadcast the event through broadband video in Australia.

SBS Digital Media built an extensive multimedia site, with the capacity to deliver daily video highlights, totalling more than three hours per week. The site also provided live data feeds throughout each stage, as well as ongoing news coverage, photo galleries, interactive maps, expert blogs, forums and full statistical analysis.

For the duration of the event the site registered 1.3 million page impressions. The flagship interactive content – including the video, maps and photos – registered 1.1 million page impressions. SBS has the online video rights for the next two years, and the site has been built with the capacity to more fully exploit the annual event.

A comprehensive news and results site at www.sbs.com.au/ashes was produced by SBS Digital Media to support SBS's television coverage of the 2005 Ashes series.

The site featured breaking stories, live data scorecards, full team lists and player career statistics, history features and trivia, documentary video, live chats with commentators, voting polls and competitions. During the series, the site registered more than one million page impressions, with 25,000 comments posted on the online forums.

The SBS Sport site at www.sbs.com.au/sport continued to act as a portal and cross-promotional tool for all SBS sports coverage online. The site contains video features from the nightly World Sport bulletin, feedback areas and comprehensive broadcast schedules.

Entertainment

SBS Online produced a variety of websites to expand and extend the diverse programming range of SBS Television.

The major television series such as RAN (Remote Area Nurse), The Movie Show, Speaking in Tongues, Mythbusters, Nerds FC, Song for the Socceroos, Eurovision Song Contest, Under the Grandstand, RockWiz, In Siberia Tonight and Pizza were all supported with original online content, including:

- ⊕ Episode synopsis and broadcast schedules;
- ⊕ Live chats and forums;
- ⊕ Audio and video highlights packages;
- ⊕ Voting polls and competitions;
- ⊕ Reviews and recipes;
- ⊕ Interactive games;
- ⊕ Viral marketing;
- ⊕ Email newsletters; and
- ⊕ SMS voting and alerts.

Documentary

To extend one of SBS Television's major content areas, SBS Digital Media supported the television documentary strands Storyline Australia www.sbs.com.au/storylineaustralia and Inside Australia www.sbs.com.au/insideaustralia with extensive content-rich sites.

The sites included the Australian Documentaries Forum, which hosted live post-show discussions with the subjects and the creators of the documentaries. These sites also provided detailed production information, interviews with filmmakers and video diaries.

Radio

The SBS Radio website at www.sbs.com.au/radio provides comprehensive details of all 68 language programs and on-demand streaming audio, audience discussion forums, community notice boards and subscription-based newsletters.

In addition to on-demand audio streaming – reaching 90-100,000 audio downloads per month – SBS Digital Media also produced a comprehensive audio podcasting service, for which SBS Radio is the major stakeholder.

Three months after launching the service, 40 language groups had published podcasts and the service was generating more than 15,000 audio downloads per week.

A major website, produced for the SBS Radio youth program, Alchemy, includes audio streaming, audience feedback and discussion, and portal services to new musicians whose works can often feed into on-air programming.

In November, SBS Digital Media broadcast a live Internet radio stream of the Spanish language group's broadcast of the Socceroo vs Uruguay World Cup qualifying match. It was SBS's first webcast of a football match. There were more than 16,000 visits to the broadband webcast which was only available to viewers in Australia and Britain due to rights restrictions in other parts of the world.



 Les Murray in Berlin hosting his sixth World Cup for SBS

Digital Media: Major Projects

Audio and Video Podcasting

SBS Digital Media launched a major audio and video podcasting service in 2005-06, expanding SBS's available program platforms. All radio broadcasters can now publish their programs automatically to a podcast website www.sbs.com.au/podcast and subscription feed.

This gives SBS Radio listeners a choice. They can choose to listen to their favourite language programs across three separate platforms, either on radio or over the Internet via audio on-demand streaming or a podcast subscription feed to their MP3 audio players.

The launch of the service, the biggest multilingual podcasting facility in the world, enables the podcasting of 40 language programs a week. There has been an immediate and fast audience take-up with an average 40,000 podcast downloads per month in addition to 100,000 audio stream downloads via the SBS Radio website.

During December and January, Digital Media provided video podcasting of the series, *John Safran Speaking in Tongues*. SBS was the first Australian broadcaster to make an entire television series available on this platform. The weekly service ranked in the top three most popular podcasts on the Australian iTunes website.

Other services included a weekly podcast of *The Movie Show* featuring reviews and entertainment news from the program, a web-exclusive weekly video round-up of the *Nerds FC* series, and a *World Game* audio service providing expert analysis for the duration of the World Cup.

Strait Up

Straight Up at www.sbs.com.au/straitup is a cross-platform project undertaken by Digital Media, the Pacific Film and Television Commission (PFTC) and Indigenous media production unit, Bush TV.

Designed to support the broadcast of RAN (Remote Area Nurse), the project produced six mini documentaries about life in the Torres Strait (broadcast on SBS) and an extensive site that portrays the culture and traditions of Islander life.

At the core of the production was an Indigenous Digital Media Internship, run by SBS Digital Media, which equipped young Indigenous filmmakers with new software and trained them in multi-platform publishing skills.

Freeload and Football Shorts

In March, SBS Digital Media launched Freeload www.freeload.com.au, an online platform designed for the submission of user-generated rich-media such as film, animation, music, photography and text.

With funding from the Tasmanian Electronic Commerce Centre's (TECC) Business Development Fund, the site was developed with a Tasmanian web production company and launched as a platform for young Tasmanian digital media producers.

A screenshot of the 'The World Game' website. The header features the title 'THE WORLD GAME' and '2006 FIFA WORLD CUP™ SPECIAL EDITION'. Below the header, there's a 'LATEST NEWS' section with a thumbnail of a football match and a headline: 'Socceroos keep dream alive'. The main content area includes a 'LIVE SCORING APPLICATION' with a table showing the results of the 2006 World Cup. To the right, there's a 'Results & Pictures' section and a 'GET THESE GREAT FOOTBALL TITLES AT THE SBS SHOP AT DYMOCKS' section. The bottom of the page has a 'MULTIMEDIA' section with links to 'FIFA's TWO Talk', 'FIFA World Cup™ Country Profiles', 'TWO BLOGS', and 'PHOTO GALLERIES'.

 The World Game website registered 15.8 million page impressions in June 2006

The site is now a national destination for user-generated content, and as an exhibition platform it allows users to discuss their works and production techniques. It can also be easily re-branded and used for any SBS Television or Radio program that requires an online submission of content.

The Freeload media platform was used for the cross-platform project, *Football Shorts*. This collaboration between the Australian Film Television and Radio School (AFTRS), SBSi and SBS Digital produced a series of mini documentaries which were used as television interstitials in the lead up to the World Cup.

AWARDS

In February, Digital Media's *Swapping Lives* website won a prestigious Australian Interactive Multimedia Industry Association (AIMIA) award for 'Best Cultural and Lifestyle Website'.

Swapping Lives at www.swappinglives.com.au was a ground-breaking cross-platform project undertaken by SBS Digital Media and documentary maker, David Goldie. The documentary chronicled the lives of two university-aged women – one from a Christian family in Sydney, the other from a Muslim family in Yogyakarta – who swapped lives for three months.

With the backing of the Department of Immigration and Multicultural and Indigenous Affairs, Digital Media developed a comprehensive online site that featured extensive video diaries, photo galleries, and live chats around a different cultural or social issue each week.

Digital Media also received a silver Promax Award for 'Best Website Design' for the cross-platform My Space project www.sbs.com.au/myspace.

Produced in conjunction with the South Australian Film Commission, the project commissioned young filmmakers and multimedia producers to make mini documentaries and complementary interactive material for SBS Television and Online.

02



Radio



JULY 2005

- ⊕ Extensive reportage of London underground bombings

AUGUST

- ⊕ The Australian War Memorial accepts from SBS a collection of wartime stories in languages other than English

SEPTEMBER

- ⊕ Cartoons depicting the Prophet Mohammed prompt heated debate across cultures

OCTOBER

- ⊕ The Government announces framework for digital radio broadcasting by SBS in 2009
- ⊕ Radiothon raises \$425,000 for families in need, including Kashmir earthquake victims

NOVEMBER

- ⊕ Live Internet streaming of the Socceroos World Cup qualifying matches against Uruguay

DECEMBER

- ⊕ Riots at Cronulla beach provoke debate over cultural integration

JANUARY 2006

- ⊕ Communities across Australia mark the first anniversary of the Asian Tsunami
- ⊕ Australian Open Tennis covered by 276 interviews in 26 languages

FEBRUARY

- ⊕ Publication of 'Speaking My Language' book celebrating 30 years of SBS Radio
- ⊕ Arabic program launches 'Youth Power' to find best young audio artists
- ⊕ SBS Radio provides the only live free-to-air coverage of the African Cup of Nations final

MARCH

- ⊕ Detailed coverage of the Melbourne Commonwealth Games

APRIL

- ⊕ Win-a-car contest draws a record 100,000 entries from across Australia

MAY

- ⊕ Extensive coverage of the rescue of two trapped Tasmanian miners
- ⊕ Detailed reporting on the despatch of Australian troops to East Timor

JUNE

- ⊕ A record 59 World Cup matches broadcast in 15 languages, including English

PROGRAMS

SBS Radio's 68 language programs broadcast more than 13,500 hours of specific language programs each year, reporting local, national and international news and covering cultural, arts, music and sporting events as well as providing a variety of information services. Twice each week day, the English language multicultural affairs program, *World View*, is broadcast in Sydney and Melbourne and once a day on the national signal. A music, arts and talk program for young people, *Alchemy*, is broadcast at 11pm, followed by an overnight stream of international news programming.

These broadcasts are carried on separate AM and FM frequencies in Sydney and Melbourne and on the National Network covering all State and Territory capitals and several regional centres. All these programs are available on the SBS website and Radio services can also be heard on SBS's digital television platform.

Australian News Highlights

Throughout the year, SBS Radio program makers provided reports and analysis on the nation's major news stories. Among those of particular significance to SBS Radio's multilingual audiences were the new Federal counter-terrorism laws, the race riots at Sydney's Cronulla Beach, the Prime Minister's summit with Australia's Muslim leaders in Canberra, and the national debate on the compatibility of Muslim culture with Australian values.

In particular, the racial discord arising from the Cronulla riots engaged all communities, particularly the Arabic-speaking communities in Australia, and SBS Radio programs provided in-depth reporting on the events. As expected, the Arabic language program provided extensive interviews, round table discussions and talkback from all sides in the debate, but the issues were also covered in-depth by other language programs.

The Urdu language program interviewed the head of the Centre for Muslim States and Societies about the role of moderate Muslim community leaders, the Greek and Dutch programs interviewed residents from their respective communities who live in Cronulla about their experiences, the Turkish language program interviewed Middle Eastern community leaders in Australia, and the Italian language program interviewed Italian residents and restaurateurs at Cronulla beach who were affected by the riots.

In exclusive news reports, the Arabic language program reported simultaneous raids in Sydney and Melbourne which led to the arrest of a number of terrorist suspects, and the Portuguese language program interviewed East Timor's President, Xanana Gusmao, during a visit to Sydney to launch his book *Timor Lives!*

Other subjects of common interest that were extensively reported included: the new industrial relations laws; superannuation legislation; the RU486 drug debate in Federal Parliament; the Cole Inquiry into the Australian Wheat Board; Cyclone Larry in far north Queensland; and the Beaconsfield mine rescue in northern Tasmania.

International News Highlights

With 68 language programs, one of SBS Radio's greatest resources is its extensive network of homeland correspondents and stringers who regularly provide on-the-spot reports and analysis to our Sydney- and Melbourne-based producers. Many programs gave extended coverage to elections in the Middle East, including elections in:

- ④ Israel: The Hebrew and Arabic language programs broadcast interviews, correspondents' reports and listener talkback sessions about the implications of the poll.
- ④ The Palestinian territories: Most programs broadcast in-depth reports on the repercussions of Hamas' win.
- ④ Iran: The Farsi, Assyrian, Arabic, Turkish and Kurdish language programs all broadcast extensive news and analysis of the vote.
- ④ Iraq: The immediate and long-term implications of the election were reported by all language programs.

During the unrest in East Timor, the Portuguese language program spoke exclusively to East Timor's beleaguered Prime Minister, Mari Alkatiri, who, for the first time, accused the Democratic Party of being behind an attempted 'constitutional coup'. The program also had an exclusive interview with the newly-appointed East Timor ambassador to Australia. As avian flu continued to spread globally, SBS Radio language groups were quick to broadcast in-depth news items and interviews to listeners who had families in affected countries. The Greek, Turkish, Dutch, Cantonese and Mandarin language programs conducted a range of interviews with health experts on the level of danger posed by the spread of the virus.

When natural disasters strike, listeners regularly tune to SBS Radio for comprehensive and often exclusive reports in their homeland language. This occurred with the earthquake in Kashmir and mudslides in Southern Leyte in the Philippines. Similarly, there was widespread coverage of the drug cases involving Shapelle Corby and Michele Leslie in Indonesia and Van Nguyen in Singapore. The international controversy over the publication of a series of cartoons depicting the Prophet Mohammed also sparked lively talkback sessions across SBS Radio's language programs.



World View

World View, the English language multicultural affairs program, is broadcast weekdays at 6am and 5pm in Sydney and Melbourne and at 5pm on the national network. During the year it produced 1,800 features on a range of topics, both national and international. Some of the short audio features included: an 'audio postcard' from a Holocaust survivor; Fiji's political instability; trade unionism; Filipino orphans; American migrants in Australia; Vietnamese minefields; Islamic rappers; and the 60th anniversaries of the United Nations and the Nuremberg trials.

In a major initiative to explain and analyse the Muslim faith, World View broadcast a series of round table discussions which also explored media coverage and the views of young second- and third-generation Muslims in Australia. Other broadcasts covered Harmony Day projects in Sydney and Melbourne and cross-cultural insights into the Commonwealth Games and the FIFA World Cup.

World View regularly supplemented its cross-cultural magazine style format with reports on many significant news events. These included: the aftermath of the London bombings; the continuing violence in East Timor; unrest in Iraq and the Palestinian territories; North Korea; bird flu; Tonga protests; race riots in France; and AIDS in Africa.

This year saw World View become the first SBS Radio program to podcast, and also the first to be listed on the global iTunes podcast directory, giving it international exposure through one of the world's most significant content directories. Among the many podcasts were the 2006 Harmony Day forums, political leadership within Australia, and a major writers' festival, for which World View received full recording and podcast rights.

Sport

The biggest year in Australian sport since the Sydney 2000 Olympics saw live broadcasts of the FIFA World Cup, involvement in the Commonwealth Games in Melbourne, and exclusive coverage of the African Cup of Nations and the Confederations Cup.

SBS Radio broadcast 59 World Cup final matches in 15 languages, including English. Interviews with homeland and Australian team players, coaches and fans captured for listeners the excitement and drama of each game. SBS Radio's World Cup commentaries in languages other than English were the most comprehensive of any broadcaster.

The Italian language program provided detailed football coverage with broadcasts of the UEFA Champion's League, UEFA Cup, Confederations Cup, the Australian A-League and full match commentaries of the Italian football championship, Serie A. Listeners to the Portuguese and Spanish language programs were treated to all the homeland series as well as Australian and international matches. World View introduced a series of entertaining and informative football panels taking questions from web-based listeners. The program also looked at a creative Swiss tourism campaign to attract World Cup 'widows' and exposed the divided loyalties of dual nationality players and fans.

The Melbourne Commonwealth Games gave SBS Radio listeners the opportunity to hear about the endeavours of their homeland athletes and the views of their coaches and fans. Australians of Pacific Island, Indian sub-continent and African backgrounds were particularly appreciative to hear news about their homeland teams.

Through SBS Radio, listeners were provided multi-language event commentary and exclusive interviews and news coverage of the Australian Open Tennis tournament and the F1 Grand Prix.



 SBS Radio's Julia Metzner and Max Civili provided on-the-spot World Cup coverage



 *The Australia vs Japan match at Kaiserauern was watched by almost 2.2 million Australians*

These items were recorded by just two broadcasters then played in our many language programs. Radio provided 310 non-English language broadcasts of the tennis and a further 61 trackside interviews from the Grand Prix.

SBS Radio also provided the only live free-to-air coverage of the African Cup of Nations football final, held in Cairo.

Sport was an important part of SBS Radio programming throughout the year, and across the network a host of competitions were covered. The Czech language program interviewed the medal-winning members and coach of the Czech team which competed at the World Canoeing Championships at Penrith; the Cantonese language program explored the history of karate; the Portuguese, Arabic and World View programs interviewed drivers at the first Formula A1 Sydney Grand Prix; the Italian language program covered football, athletics, volleyball, basketball, tennis and motor-racing. Many of the programs also covered the Tour de France, the Tour of Italy and the World Motorcycle Championship.

Youth Programming

SBS Radio's youth program, Alchemy, revamped its on-air talk and music programming and also re-launched the Alchemy online site during the year. It recruited new contributors to the program, expanding its nationwide coverage of youth affairs. Some of the stories broadcast during the year included:

- ⊕ Multicultural youth issues which arose in the aftermath of the Cronulla riots;
- ⊕ 'Coming Out' in migrant communities;
- ⊕ Racial representation on screen;
- ⊕ Palestinian hip hop; and
- ⊕ Street gangs in affluent suburbs around Australia.

SBS Radio's Arabic language program launched a major initiative during the year aimed at building a new and younger audience. Youth Power is a nationwide competition for young Australians (13-29 years old) to showcase their creative talents. Each month, young people submit audio pieces which address issues of interest to the Arabic community and the winners are chosen by an online and SMS poll.



Health, Welfare and Education

Issues of health, welfare and education are of major importance to SBS Radio listeners. The information format and the subject matter can vary, from monthly talkback sessions with doctors about health issues, to panel discussions on the place of the hijab and other head coverings in Australian schools. This year, the most widely discussed health subject was bird flu. Most programs ran stories on its spread and on international efforts to contain the outbreak, while several language programs looked at specific outbreaks in their homelands.

Examples of other issues and events covered included:

- ④ Features by the **Maltese** language program on mental health and obsessive compulsive disorders;
- ④ Interviews by the **Greek** language program with a visiting Greek minister and his Australian counterpart about exchanging pensions;
- ④ A feature by the **Khmer** language program about available trauma treatment for victims of the Khmer Rouge and support offered by the Cambodian-Australian Welfare Council to young disadvantaged Cambodians;
- ④ Reports by the **Cantonese** language program about changes to Chinese language exams in NSW, the unveiling of a housing project for elderly Chinese, and a talkback session on students' study methods and family support; and
- ④ A feature by the **Bangla** language program about disability services and human rights.



 *Andrew Orsatti, Rale Rasic, Ned Zelic take a break on set*

Arts and culture

Coverage of arts and cultural events is an important ingredient of SBS Radio programs. These ranged from news reports, features and live broadcasts of some of Australia's major international events such as Sydney's Biennale, Melbourne's international festivals of art and jazz, and Adelaide's WOMAD festival, to community-organised festivals such as the Italian Fiesta and the National Chinese Eisteddfod. The world of cinema was not ignored, with coverage of the German, Greek, Serbian, Spanish and Latin American film festivals. There were also features about the Art Gallery of NSW, the Migration Heritage Centre and the Powerhouse Museum in Sydney.

In Melbourne, SBS Radio sponsored many arts and cultural events including the Melbourne International Arts Festival, the acclaimed Cirque du Soleil and a special Federation Square performance by the Australian Chamber Orchestra. In other activities:

- ④ **World View** explored the growth and changes in the Vietnamese, Indonesian, Mandarin, and German youth audiences;
- ④ The **Bangla** program interviewed a local poet and songwriter about the allocation of Federal Government grants;
- ④ The **Hebrew** language program interviewed Fiddler on the Roof actor, Topol;
- ④ The **Khmer** language program interviewed the choreographer of the National Theatre of Cambodia about its performance at the Melbourne Arts Festival;
- ④ The **Macedonian** language program featured a poem competition by the Macedonian Literary Association of NSW;
- ④ Our **South Australia** correspondent reported about a multicultural art group's concerns about the possible impact of new anti-terrorism laws on artistic freedom;
- ④ The **Portuguese** language program interviewed visiting Portuguese singer, Mariza, who performed at the Sydney Opera House; and
- ④ The **Mandarin** program interviewed the winner of the Sulman Prize, Jiawei Shen.



 *Big boots for a colossal sport...the football sculptures of Berlin*

Living in Australia

Since its inception, SBS Radio has maintained a strong commitment to provide news and information that assists people of diverse linguistic backgrounds settle more easily into Australian society. This year, SBS Radio, in association with the NSW Department of Ageing, Disability and Home Care, continued to produce and broadcast the long running Home Reach multilingual radio information service which provides important information to housebound people and their carers.

Broadcast over 11 weeks in 2005-06, Homereach topics included accessing disability support services, Meals on Wheels, and advice on home modification and maintenance for people with a disability. This series was produced in **Filipino, Greek, Hungarian, Romanian, Bosnian, Lao and Slovenian**.

Natural disasters and emergency situations overseas regularly require SBS Radio to jettison prepared programs in order to cover unfolding crises to meet the needs and expectations of listeners whose homelands may be affected. During the year, SBS's newsroom activated a range of links

with emergency services across Australia for easier and faster news updates, while program producers attended workshops on enhanced broadcasting skills during emergencies.

Many issues of national importance were covered in wide-ranging news features, including:

- ⊕ Talkback programs by the **Cantonese** language program about the proposed new Industrial Relations legislation;
- ⊕ A **Korean** language program on the new counter-terrorism laws;
- ⊕ Features produced by SBS Radio's state correspondents on changes to superannuation legislation;
- ⊕ A report by the Western Australia correspondent on moves to incorporate tribal law into the State's legal system;
- ⊕ Coverage by the **Filipino** language program about the maltreatment of Filipino migrant cooks in Canberra restaurants; and
- ⊕ Regular talkback programs on taxation issues by the **Mandarin** language program.

Aboriginal programming

The Aboriginal program is produced in Sydney and Melbourne three times a week. The Wednesday program is re-broadcast on three other networks across the country: the National Indigenous Radio Service, the Anangu Network of Central Australia, and Pilbara and Kimberley Aboriginal Media.

The program's news and features range wide across Indigenous issues and this year included the impact on aboriginal communities of Indonesian illegal fishing in northern Australia waters, a trial linking truancy rates and welfare payments to parents, and Aboriginal sovereignty. Music and cultural features also figured prominently in the program's schedule and the producers routinely provided information and assistance to other language programs about indigenous issues.

Outside Broadcasts 2005-06

JULY 2005

NAIDOC Week, Parramatta Mall, Sydney
Christmas in July, Windsor, Melbourne

AUGUST 2005

SBS Youth Orchestra, Sydney Town Hall
India Fair, Homebush, Sydney
Haldon St Festival, Lakemba, Sydney
Uruguayan Festival, Fairfield Showgrounds, Sydney
'Why Learn German?' Day, Federation Square, Melbourne

SEPTEMBER 2005

Multicultural Day, Fairfield High School, Sydney
Children's Festival, Bankstown, Sydney
African Festival, Darling Harbour, Sydney
Moon Festival, Cabramatta, Sydney
Moon Lantern Festival, Chatswood, Sydney
Eurofest, Frenchs Forest, Sydney
Chilean Festival, Fairfield Showgrounds, Sydney
Burwood Festival, Burwood, Sydney
Brazilian Festival, Homebush, Sydney
Auburn Festival, Auburn, Sydney
Chilean Fiesta, Dandenong Showground, Melbourne
World Music Festival, Clayton South, Melbourne
Tulip Festival, Silvan Tulip Farm, Melbourne

OCTOBER 2005

Ancestors' Festival, Bonnyrigg Temple, Sydney
Filipino Festival, Bankstown Paceway, Sydney
Czech Exhibition, Overseas Passenger Terminal, Sydney
Diwali (Hindu) Festival, Homebush, Sydney
Indonesian Festival, Federation Square, Melbourne
Hye Art Opening, Mt Waverley, Melbourne
Oktoberfest, Windsor, Melbourne
Succot at Luna Park, Luna Park, Melbourne

NOVEMBER 2005

Fisher's Ghost, Campbelltown, Sydney
Spanish Festival, Kent Street, Sydney
Eid El Fitr Festival, Preston, Melbourne
Fiesta de la Hispanidad, Fitzroy, Melbourne
Turkish Festival, Federation Square, Melbourne
Warming Up to the Games, Brunswick, Melbourne
Philippine Fiesta, Laverton, Melbourne

DECEMBER 2005

Korean Festival, Homebush, Sydney
Polish Christmas Celebrations, Darling Harbour, Sydney
UNIDOS, Old Jail, Melbourne

JANUARY 2006

Ephiphany, La Perouse, Sydney
Cronulla Beach Surf Carnival, Sydney
Tamil New Year Celebrations, Pendle Hill, Sydney
Chinese New Year Celebrations, Belmore Park, Sydney
Chinese New Year Celebrations, Parramatta, Sydney
Viva Brazil, Federation Square, Melbourne
Lunar New Year, Richmond, Melbourne
Chinese New Year, Springvale, Melbourne
Lunar New Year, Box Hill, Melbourne
Lunar New Year, Chinatown, Melbourne

FEBRUARY 2005

Vietnamese Tet Festival, Warwick Farm, Sydney
Canberra Multicultural Festival, City Walk Mall, Canberra
Vietnamese Community TET Festival, Sandown, Melbourne
Maslenitsa, Federation Square, Melbourne
Holland Festival, Sandown Racecourse, Melbourne
Pako Festa, Geelong, Melbourne
Kite Festival, Bundoora, Melbourne

WORKING IN THE COMMUNITY

In March 2006, SBS Radio organised a public forum – *Multiculturalism in a Time of Global Terrorism* – in response to growing concerns that one repercussion of the ‘war on terror’ was the marginalisation of Muslims and other groups in Australia.

The forum, at the Parramatta Riverside Theatre, brought together six Australians: historians Inga Clendinnen and John Hirst, writer and former politician Peter Coleman, philosopher Raimond Gaita, anthropologist Ghassan Hage and Aboriginal academic Marcia Langton. SBS Radio broadcast all six speeches and the forum was widely reported.

Once again, SBS was a sponsor of the annual awards of the Human Rights and Equal Opportunity Commission, the Australian of the Year Awards and Harmony Day. This year’s Harmony Day sponsorship included a forum at Melbourne’s Federation Square about the role of sport in promoting a cohesive, multicultural Australia. The forum featured several high profile speakers from various backgrounds and organisations including the AFL, Football Federation Victoria, the Centre for Multicultural Youth Issues, academics and a member of the Australian Women’s Cricket Team.

MARCH 2006

Italian Fiesta, Norton Street, Leichhardt, Sydney
Indonesian Festival, Darling Harbour, Sydney
Polish Festival, Colo, Windsor, NSW
Greek Festival, Tumbalong Park, Darling Harbour, Sydney
Greek National Day, Opera House Forecourt, Sydney
Royal Easter Show, Showgrounds, Homebush, Sydney
WOMAD, Adelaide
Melbourne Zoo Thai Celebrations, Melbourne
Antipodes Festival, Lonsdale Street, Melbourne
'In One Voice' Jewish Festival, Caulfield, Melbourne
Braybrook College Multicultural Week, Braybrook, Melbourne

APRIL 2006

Indian Holi Festival, Darling Harbour, Sydney
Italian Fiesta, Leichhardt, Sydney
Royal Easter Show, Homebush, Sydney
Harmony in the Park, Cronulla, Sydney
Sikh Games, Concord, Sydney
Nepali Festival, Darling Harbour, Sydney
Vaisakhi Celebrations, Ashwood, Melbourne
Songkran Festival, Federation Square, Melbourne
Khmer New Year, Springvale, Melbourne
La Plaza de Mercado, Queen Victoria Market, Melbourne
Dutch Orange Day, Federation Square, Melbourne

MAY 2006

Buddha's Birthday, Darling Harbour, Sydney
Queen Street Mall, Brisbane
Inala Shopping Centre, Brisbane
Paniyiri Greek Festival, Musgrave Park, Brisbane
CeBit, Exhibition Centre, Darling Harbour, Sydney
Chinese Eisteddfod, Burwood Girls High School, Sydney
Indonesian Market Day, Randwick, Sydney
Centro Argentino de Victoria, Coburg Town Hall, Melbourne
Antipodes Festival, Lonsdale Street, Melbourne
Soccer World Cup Family Sunday, Richmond, Melbourne
Buddha's Birthday, Federation Square, Melbourne

JUNE 2006

Chinese Eisteddfod, Burwood Girls High School, Sydney
Campsie Food Festival, Campsie, Sydney
Italian National Day, King St Wharf, Sydney
Korean Soccer, Entertainment Centre, Sydney
Korean Writer's Festival, Croydon, Sydney
Serbian Orthodox Church St Sava, Highgate, Perth
Kulca Multicultural Arts of WA, Fremantle, Perth
St Constantine and Helen Greek Orthodox Church, Perth
Chung Wah Hall, Balcatta, Perth
Government House Ballroom, St Georges Terrace, Perth
Hay Street Mall, Perth
National Italian Day, Federation Square, Melbourne
Refugee and Asylum Seekers Festival, Fitzroy, Melbourne



Brett Emerton flying high for Australia in the first round clash with Croatia

In August 2005, SBS Radio presented a series of personal World War II stories to the Australian War Memorial. These memories of Australian veterans of the Second World War were the first such contributions to the Memorial's national collection and included reminiscences in English as well as Portuguese, Burmese, Greek, Arabic and Italian.

To mark its 30th anniversary, SBS Radio published *Speaking My Language: Thirty Years of SBS Radio* which tells the stories of 30 unheralded but remarkable Australians of diverse backgrounds who have contributed to the rich cultural, social and economic life of this country. Copies of the commemorative book will continue to be widely distributed to schools, libraries and other institutions in the coming year.

OUTSIDE BROADCASTING

During the year, SBS Radio staged 98 outside broadcasts and other promotional events in and around Sydney and Melbourne and also visited Brisbane and Perth. The units, with their fold-out performance stages, have become a popular feature of many annual community festivals. Of special interest this year was SBS Radio's outside broadcasts from Cronulla shortly after that suburb's racial clashes, and the 'big screen' broadcasts in Sydney and Melbourne of the Socceroos games during the World Cup competition.

RADIOTHON

In October 2005, to coincide with Anti-Poverty Week and Children's Week, SBS Radio staff, volunteers and listeners held a radiothon – conducted by 28 language programs – that raised \$425,000 for disadvantaged children in Australia and overseas. The radiothon was a unique partnership between SBS Radio, Austcare and the Children's Hospital at Westmead.

The Hungarian language program also conducted a radiothon in memory of the program's former long-serving contributor and raised funds for the Royal North Shore Heart Research Foundation. Since 1997, SBS Radio listeners have donated almost \$7 million to humanitarian and community-based causes in Australia and overseas.

COMPETITIONS

SBS Radio ran a hugely successful 'Win-a-Car' competition to celebrate its 30th anniversary. The competition, which drew more than 100,000 entries over three weeks, was the most successful competition in the Corporation's history. During the World Cup, many programs ran on-air competitions with football related prizes.

DIGITAL CONTENT DEVELOPMENT UNIT

The Digital Content Development Unit (DCDU), established in April 2006, is responsible for generating new and innovative radio and multimedia content to be delivered, initially online, and eventually onto SBS's digital radio services in 2009. Providing digital services across multiple platforms, the Unit will deliver a three hour radio pilot with supporting services, such as a web site, podcasting and other multimedia enhancements. Under development is a youth-oriented service in English, the common language, which is targeted at younger Australians from culturally diverse backgrounds.



Belinda Achterstraat, Ken Shipp and Brian Thomson at work in the SBS Berlin studio

SPONSORSHIPS AND PARTNERSHIPS

During the year, SBS Radio maintained or established a variety of sponsorships and partnership with many festivals, community groups, government agencies and statutory authorities. As well as those formal partnerships listed below, SBS Radio established partnerships with 15 overseas broadcasters to provide their national language coverage of the FIFA World Cup to SBS Radio language programs in Australia. These international agreements included a partnership with the BBC for English-language coverage of the Socceroos matches and other games.

Al-Mustaqlal (The Future)

Art Gallery of NSW

Australian of the Year

Biennale of Sydney

Children's Festival

Flag Fall Film Festival

German Film Festival

Greek Film Festival

Human Rights Commission Awards

Italian Fiesta

Latin American Film Festival

Melbourne International Arts Festival

Melbourne International Jazz Festival

Migration Heritage Centre

MusicFront

National Chinese Eisteddfod

National Youth Week

Newcastle Fiesta

Powerhouse Museum

Royal Easter Show

Serbian Film Festival

Spanish Quarter Festival

Spanish Film Festival

Sydney Festival

vibewire

WOMAD

AUDIENCE RESEARCH

In 2005-06, SBS Radio completed its fourth round of re-surveys of three of the major language communities in Australia – Italian, Greek and Arabic – which together make up approximately 30% of the 2.7 million Australians who speak a language other than English in homes that are reached by SBS Radio services.

SBS has used specialist companies to survey its listening communities since 1996. During that time, it has commissioned more than 70 separate surveys in 41 languages involving more than 30,000 telephone interviews. These comprehensive surveys, conducted in Sydney and Melbourne in languages other than English, are among the most thorough undertaken by any broadcaster in Australia. In addition, a survey specialist analyses information directly from the raw data and provides in-depth briefings to program makers.

Over the past eight years, survey trends show some decline in the listening share of the Italian, Greek and Arabic language programs which face competition from often foreign-sourced 24-hour single-language broadcasters. Nevertheless, SBS Radio has developed and retains a very loyal listening audience in all three communities who tune in for SBS's authoritative coverage of national, international and community events and issues from a unique Australian perspective.



"THANKS SBS FOR AN EXCEPTIONAL COVERAGE OF THE WORLD CUP. THE ANALYSIS AND COMMENTARIES FROM BOTH THE MEN AND THE WOMEN ON THE SBS TEAM HAVE BEEN EXCELLENT."

03



News and Current Affairs

JULY 2005

- ⊕ On location coverage of the London bombings
- ⊕ New studio 'virtual set' and graphics for World News Australia
- ⊕ On location coverage of Prime Minister's visit to Washington and London

AUGUST

- ⊕ On location reports from Gaza of Israeli withdrawal
- ⊕ Quicklink technology via Internet or phone used in Gaza reports

SEPTEMBER

- ⊕ On location coverage of the New Zealand elections
- ⊕ On location coverage of Prime Minister's visit to UN General Assembly

OCTOBER

- ⊕ On location coverage of Bali bomb attacks
- ⊕ On location coverage from Port Moresby on Pacific Islands' forum

NOVEMBER

- ⊕ On location coverage of the CHOGM meeting in Malta
- ⊕ On location coverage of APEC meeting in South Korea

DECEMBER

- ⊕ SBS News forum with community leaders on Cronulla riots
- ⊕ News special on first anniversary of Asian Tsunami
- ⊕ On location coverage of ASEAN meeting in Malaysia

FEBRUARY 2006

- ⊕ Second daily news bulletin added to World News Australia website
- ⊕ Launch of revamped Dateline website

MARCH

- ⊕ On location coverage of Prime Minister's trip to India
- ⊕ Launch of new Insight and Living Black websites

APRIL

- ⊕ On location reports of Solomon Islands rioting

MAY

- ⊕ On location reports of Beaconsfield mine collapse
- ⊕ On location reports of Wadeye community unrest in Northern Territory
- ⊕ On location coverage of Prime Minister's visits to USA, Canada and Ireland

JUNE

- ⊕ On location coverage of East Timor civil unrest
- ⊕ On location World Cup reports from Germany
- ⊕ On location coverage of Prime Minister's visits to Indonesia and China

NEWS AND CURRENT AFFAIRS

The News and Current Affairs operations of SBS were consolidated and expanded during the year following a restructure of the SBS Executive.

News and Current Affairs (NACA) is now a division incorporating the NACA operations of Television and Radio and the World News Australia website. The merger has brought greater news gathering efficiencies between Television and Radio and enhanced audio, video and print content on www.worldnewsaustralia.com.au

NEWS

World News Australia

The year saw impressive growth in the quantity and quality of SBS Television's coverage of national and international events. This followed a major re-branding of SBS Television news, as *World News Australia* and the introduction of a new set, new opening and closing titles, a revamp of the theme music, and a complete overhaul of our on-air "look". Reporters now sign off their reports with their names, and if overseas, their locations, and regularly provide reports-to-camera and live shots. The process of expansion and rejuvenation of the news will continue in the new year, with plans to expand the half-hour 6.30 edition of *World News Australia* to one hour from late January 2007.

SBS correspondents provided on-the-spot coverage of the following international and national stories:

Britain:	London bomb attacks on July 7
Indonesia:	Schapelle Corby drug trial in Bali
Middle East:	Withdrawal of Israeli settlers from Gaza
Indonesia:	Bali bomb attacks in October Anniversary of the tsunami, reporting from Aceh
Israel:	National elections
Italy:	National elections
New Zealand:	National elections
Solomon Islands:	Anti-Chinese rioting and deployment of Australian troops
Tasmania:	Rescue of trapped miners in Beaconsfield
Northern Territory:	Civil unrest in Aboriginal community of Wadeye
East Timor:	Rioting and deployment of Australian troops
Germany:	Football World Cup

SBS covered elections in Tasmania and South Australia and accompanied the Prime Minister on the following overseas trips:

July:	Washington DC and London
September:	United Nations General Assembly in New York
November:	Pacific Island Forum in Papua New Guinea Commonwealth Heads of Government meeting in Malta APEC conference in Korea Afghanistan and Pakistan
December:	ASEAN meeting in Malaysia
March:	India
May:	United States, Canada and Ireland
June:	Indonesia and China

Extended news bulletins were provided for the following events: the London bombings; the return to Earth of the space shuttle; a forum on the Cronulla riots; the illness of the Israeli Prime Minister, Ariel Sharon; and the killing of the leader of al-Qaeda in Iraq, Abu Musab al-Zarqawi.

WorldWatch

During the year, WorldWatch continued to supply news bulletins in 18 languages from 22 broadcasters in 19 countries. The presentation of the weather segments vastly improved during the year, and the delivery paths of several programs changed, providing a more reliable service and cost reductions.

On 15 December 2005, SBS introduced the weather service of 'earthTV', a Munich-based company supplying international broadcasters with a world weather information service that employs remote control cameras at various locations around the world. While the old weather service was solely based on a map of Australia, the new presentation is much more in tune with the international character of the WorldWatch and World News Channel services. The weather information is used between news bulletins in the WorldWatch and World News Channel schedules.

Five major daily satellite feeds, previously supplied to Sydney by satellite, were moved to the SBS optical fibre from London, considerably reducing transmission costs to SBS. A planned expansion of the Filipino news from a Sunday-only service to a daily service had to be postponed as the new Philippines partner station was unable to provide the news in time for the intended early morning replay on SBS. A replacement service is expected to be ready in August/September 2006.

World News Channel

The digital World News Channel broadly mirrors the WorldWatch schedule (5.30am to 12.30pm Monday to Saturday and 6.30am to 10.30am on Sundays). In 2005-06, the schedule included news services in 17 languages from 18 broadcasters in 18 countries.

The World News Channel provided almost 6,500 program hours in 2005-06, with an average of 13 hours of original news material per day. Of a total of 29 daily (Monday to Saturday) bulletins, 24 were first run, reducing the repeats to only five bulletins a day.

WorldWatch and World News Channel suppliers:

In 2005-06, news feeds (Monday to Saturday) were received from the following suppliers:

China	China Central Television (CCTV), Beijing
France	France Télévisions (FT), Paris
Germany	Deutsche Welle (DW), Berlin
Greece	Elliniki Radiophonia Tileorassi (ERT), Athens
Hong Kong	Asia Television Limited (ATV), Hong Kong
Indonesia	Televisi Republik Indonesia (TVRI), Jakarta
Italy	Radiotelevisione Italiana (RAI), Rome
Japan	Nippon Hoso Kyokai (NHK), Tokyo
Philippines	National Broadcasting Network (NBN), Manila
Russia	NTV Telekompania (NTV), Moscow
Spain	Radio Televisión Española (RTVE), Madrid
United Arab Emirates	Dubai Media Incorporated (DTV), Dubai
USA	Public Broadcasting System (PBS), Virginia (WorldWatch)
	Public Broadcasting System (PBS), New York & Florida (WorldWatch)

In addition, five news review programs were received each week by air freight delivery for Sunday replay:

Chile	Televisión Nacional de Chile (TVN), Santiago
Malta	Public broadcasting Services Limited (PBS), G'mangia
Poland	Telewizja Polska SA (TVP), Warsaw
Poland	Telewizja Polsat SA, Warsaw
Ukraine	MIST Telekompania (MIST), Lviv

Three other news programs, also broadcast on Sunday, were received by satellite:

Hungary	Televisión Nacional de Chile (TVN), Santiago
Italy	Radiotelevisione Italiana (RAI), Rome
Korea	YTN Television (YTN), Seoul

SBS Radio News

The amalgamation of SBS Radio News under the News and Current Affairs Division has brought greater interaction between news rooms, and following the alignment of technology, there has been faster and easier transfer of audio and scripts.

During 2005-06, SBS Radio News produced for the network's 68 language programs 25,000 breaking news and major Australian and international stories as well as 1,200 features.

Some of the significant stories covered during the year by Radio News included:

- ④ Cronulla Riots: The coverage of the riots within news bulletins, which included the perspectives of Sydney's Muslim communities and the residents of Cronulla, was supplemented by features about whether 'talkback' radio helped incite the riots and their long-term impact on Australian multiculturalism.
- ④ Indonesian Tsunami: One month after the disaster, SBS Radio News compiled a special report about the progress of relief operations in the devastated areas.
- ④ Schapelle Corby: Comprehensive coverage of the jailed Australian's trial included the reaction within Australia, an explanation of the Indonesian legal system, and the consequences on Indonesia-Australian relations.

- ④ Crime in Indigenous communities: A series of stories examined the Federal government's proposals, the reaction of affected communities, and past and present approaches to combating Indigenous crime.
- ④ Refugee issues: The latest Government policies on refugee asylum seekers were examined by the South Australian correspondent who reviewed the cases of those refugees who had been released into the community.
- ④ World Cup: The SBS Radio News team produced 87 World Cup features and summaries and processed and distributed 355 audio reports from correspondents at the games.

SBS Online

The World News Australia website

www.worldnewsaustralia.com.au remains one of the largest and most comprehensive properties on the SBS website. It features:

- ④ Continuously updated lead stories from Australia and around the world
- ④ Detailed news reports published under six geographic regions – Europe, The Middle East, The Americas, Asia-Pacific, Africa and National
- ④ Two five-minute video news bulletins recorded each day exclusively for the Web
- ④ Subscription-based email delivery of the day's top headlines
- ④ World weather service
- ④ Transcripts of the 6.30pm World News Australia bulletin
- ④ A news archive
- ④ A link to the SBS World Guide with information about every country in the world
- ④ Audio features compiled by SBS Radio's multicultural affairs program World View including: news and current affairs; arts and culture; entertainment; lifestyle; homeland; sport and recreation; community and youth; science and environment; and business and finance.

CURRENT AFFAIRS

Insight

Now in its 11th year, **Insight**, hosted by Jenny Brockie, remains a unique Australian television program – a discussion forum focusing on a single issue with the participation of a studio audience.

Twenty-seven editions of the program were broadcast in 2005-06 (Tuesdays at 7.30pm) and year-end ratings improved 30% over the previous year. Among the diverse topics covered were the nuclear power debate, child care, gay marriage, and the government's refugee policy. The two most popular programs were 'Aussie Rules' which examined Australian core values and beliefs, and 'Happiness' a lively philosophical discussion about what makes us happy.

INSIGHT topics 2005-06

Extreme Measures	Radical and moderate Muslims debate extremism
bully.com	School bullying takes a new form on the Internet
Reel Drama	What's wrong with the Australian film industry?
When I Get Older	How well are we looking after our older generation?
Neighbours	Indonesians discuss relations with Australia
The New Asylums	Why are jails now asylums for the mentally ill?
Pandemic	How ready is Australia for an outbreak of bird flu?
Proving Rape	Does the law favour those accused of rape?
Running Dry	What's the solution for our water crisis?
Protected by Law	The new workplace laws are debated
Family Ties	Planned changes to the Family Law Act
Sex, Power, and Politics	"Are Men Necessary?" asks author Maureen Dowd
Culture Clash	Are Muslims antagonistic to "Australian values"?
Condition Critical	What's the future for Iraq?
Diagnosis: Cancer	It's not always a death sentence
Babies without Borders	The problems of overseas adoption
Minding the Kids	The crisis in Australian child care
Happiness	What makes us happy?
Thirteen	The hopes and concerns of young teenagers
Aussie Rules	What are Australians' core beliefs and values?
Labor Pains	How can the ALP win power in Canberra?
You're fired!	How the new IR laws are working
Gay Marriage	A new ACT law allows same-sex unions
Superbrats	Why some parents need 'Supernanny'
Making Babies	The rights of donor-conceived children
Border Security	Refugees create tensions with Indonesia

In October, a special edition of the program which was recorded in Jakarta in the studios of the commercial network, Metro TV, examined the attitudes of prominent Indonesians towards Australia. The program was timely, coinciding with the second terrorist attack in Bali, and a number of high profile drug trials. Another popular forum was 'Thirteen', which examined the views of thirteen-year-olds who produced their own video stories for the program.

Some participants in this year's forums included Attorney General, Phillip Ruddock; Health Minister Tony Abbott; columnist Maureen Dowd; playwright David Williamson; and sports stars Layne Beachley, John Bertrand, and Ron Barassi.

DATELINE topics 2005-06

Malawi: An African Test Case	Debt wracked Malawi faces growing poverty
Darfur's Dirty War	The under-reported conflict in Western Sudan
Taksin's Thailand	Thailand's richest man confronts his critics
The Beeston Boys	The aftermath of the London bombings
Foot in Mouth	Meat imports from foot and mouth plagued Brazil
Iraq: Sea Change?	Australian and coalition forces in southern Iraq
Tolo TV	Afghan-Australians bring television to Afghanistan
Ethiopia: Africa's Great Hope?	Ethiopia's first multi-party ballot
Zimbabwe: Operation Tsunami	The Mugabe government's destruction of city slums and suburbs
Embassy Bombers on Trial	Indonesia's justice system examined
The Two Worlds of Sir Michael Somare	Papua New Guinea's first Prime Minister returns to power
Cajun Chaos: The Trouble with Katrina	The aftermath of Hurricane Katrina
Somalia: Warlords and Peace?	Somalia's post-war attempt to form a government
Pakistan's Dirty Linen	Pakistani gang rape victim, Mukhtar Mai, fights back
Inside Indonesia's War on Terror	Terrorist movements linked to intelligence and military services
Psych War in Afghanistan	Burning the bodies of Afghanistan's Taliban fighters
Jihad Junior High?	Are Islamic schools a breeding ground for terrorists?
The Plame Game	Top level involvement in the naming of CIA agent Valerie Plame
Lifting the Hood: The Prisoners of Abu Ghraib	The personal stories of Abu Ghraib's prisoners
Tsunami Special	A special three-country report on the tsunami aftermath
New Orleans: Black Rage	Allegations of racism and exploitation following Hurricane Katrina
Dr Mahmoud al Zahar	Interview with Hamas leader following Palestinian elections
A Grain of Truth	An American wheat farmer's view of the AWB scandal
Abu Ghraib: The Sequel	Dateline's exclusive photos and video from Abu Ghraib
Abu Ghraib: A Torturer's Tale	The views of Abu Ghraib's alleged torturers
Brazil's Sweet Revolution	The success of Brazil's ethanol car industry
Israel's Borderline Election	Israel's walls, fences and roads that keep Palestinians apart
West Papua: Long Boat to Freedom	The 43 asylum seekers from West Papua
Bob Geldof Interview	Bob Geldof's views on world poverty and celebrity activism
The Women of Hamas	The role of women in electing the Hamas Islamist government
Sri Lanka's Shadow War	Who controls Sri Lanka's shadowy Tamil paramilitaries?
Dancing with Evo Morales	A profile of Bolivia's peasant president
India's Mini Marathon Man	Budhia Singh, 4, was sold into slavery and coached to run a marathon
George Galloway: Wanted for Anti-War Crimes	Rebel British politician, George Galloway targeted for his anti-war stance
The Very Thin Blue Line	The training of young Iraqi police cadets
Cuba: A Clean Bill of Health	Cuba's successful health care system
Four Days in Dili	East Timor sinks into violence and political unrest
West Papua: Flight to Freedom	West Papuans flee persecution to Papua New Guinea
Afghanistan: Baptism of Fire	Afghanistan's Taliban makes a come back
Yushchenko vs Tymoshenko	Ukraine's 'Orange Revolution' turns sour
Germany's New Power	The remarkable success of Germany's alternate energy industry
Indonesia: Pornography and Politics	The rise of fundamentalist Islam in secular Indonesia



 Brian Thomson in Germany reported for World News Australia

Dateline

SBS's flagship international current affairs program covered conflicts, issues and personalities across the globe and became the source of a number of major stories during the year.

In February, international media attention focused on *Dateline*'s broadcast of new, previously unseen, photographs and video which revealed widespread prisoner abuse by U.S. guards at Abu Ghraib prison in Iraq. The material was leaked to *Dateline* video journalist Olivia Rousset during her three-story investigation into allegations of official misconduct at the prison. SBS made the images available to the world media. Soon after, the American military laid fresh charges against a senior member of the U.S. Defense Force.

Three months earlier, the U.S. military disciplined other American servicemen after *Dateline* showed exclusive pictures of U.S. soldiers burning the dead bodies of Taliban fighters in Afghanistan. The graphic scenes were filmed during an attempt by the American soldiers to engage in psychological warfare with Taliban forces.

Dateline was also first to record the outbreak of civil unrest between troops in East Timor in May. Video journalist, David O'Shea, was caught in a battle on the outskirts of Dili when he went to interview a renegade commander. The next day full scale unrest broke out, forcing several nations, led by Australia, to send peace-keeping troops to East Timor.

Forty-two editions of *Dateline*, plus a Tsunami *Dateline* special were broadcast during the year. The program's audience ratings improved by 60% over the previous year and the presenter, George Negus, marked his first full year in the role.



 From the Berlin control room to millions of Australians

Dateline Awards

A Call to Arms: Arizona Vigilantes

New York Festivals Silver World Medal – Best News Documentary

Code of the Camorra

New York Festivals Bronze World Medal – Best News Documentary

Malawi: A Case Study in Poverty

New York Festivals Bronze World Medal – Television Documentary: Social Issues/Current Events

Inside Indonesia's Sex Trade

Walkley Award for All Media: Coverage of the Asia Pacific Region

The Extraordinary Rendition of Mamdouh Habib

George Munster Award for Independent Journalism

Inside Indonesia's Child Sex Trade

UN Association Media Peace Awards

Good Morning Vietnam

United Nations Association Media Peace Awards

Living Black

Produced by SBS's Indigenous Media Unit in News and Current Affairs, **Living Black** covers national issues of concern to Indigenous Australians.

Twenty-eight episodes of the program plus a one-hour special, The 2005 Deadly Awards, were produced during the year.

Living Black's timeslot was moved from 5.30pm Monday to 6pm Wednesday, attracting more peak-time viewers to its video-journalism style of reporting. The stories covered by the program ranged wide: from the general, which included the impact on Indigenous people of the Government's new legislation covering industrial relations and terrorism, to the specific, which included changes to welfare and land rights.

In depth feature stories included: suicide; sexual abuse; petrol sniffing in the Northern Territory and Mornington Island; customary law; racism in Kalgoorlie; incarceration rates in Western Australia; education programs; exploitation of Aboriginal artists; problems in Alice Springs, Halls Creek, Wadeye and Dubbo's Gordon Estate; and the plight of the Northern Territory Aboriginal Sea Rangers.

In addition, the program produced many stories on high-profile Indigenous leaders and personalities including ALP President Warren Mundine and National Indigenous Council Chair Sue Gordon, athletes such as hurdler Kyle Van der Kuyp, boxer

Bradley Hore, discus thrower Benn Harradine, rugby star Leroy Whelan and World Champion boxer Anthony Mundine. A series of studio interviews were also conducted with Indigenous leaders and politicians.

During the year, **Living Black** produced special half-hour programs on Indigenous involvement in the 2006 Commonwealth Games and Anzac Day; a two-part 'Year in Review' forum; and a special half-hour panel discussion on sexual abuse within Indigenous communities. Video journalist, Kris Flanders won the Henry Mayer Media Trust Award for his feature 'Baryulgil Community and the Asbestos Mine'.

SBS Online

The **Dateline**, **Insight** and **Living Black** websites are an integral part of the News and Current Affairs presence on the SBS website. All three sites provide enhancements to their on air productions with comprehensive video and transcript archives, background information and guestbooks.

Dateline at www.sbs.com.au/dateline provides full video streaming and transcripts of every report. These can be accessed by date or by clicking on the appropriate geographic region – Europe, The Middle East, Asia, Africa, Australia, Pacific and The Americas. Other site elements include: story updates, related links for background information, audience feedback, program information and subscription to the Dateline Newsletter.

Insight at www.sbs.com.au/insight extends the studio discussion format by allowing viewers to give their views via 'live chat', suggest topics and seek to become a forum participant. A transcript of each week's debate is available as well as full video streaming of past programs. Other site features include related links, a guestbook, subscription to the Insight Newsletter and the Insight Poll.

Living Black at www.sbs.com.au/livingblack features the latest Indigenous news headlines, streamed video of each program, access to archived programs, audience feedback forums, a community events notice board, cultural protocol guidelines and a 'story suggestion' link.

04

2006 Hyundai A-League Inaugural Champions in Review: Sydney FC

The FA CUP BEST GOALS OF 2005/06

Rise of The Roos - The Road to Germany 2006

THE 2006 FA CUP FINAL

the AWAY GAME

SLEEPING GIANTS

HEIGHT of Passion

2006 Hyundai A-League Inaugural Season in Review

The FA CUP 2005/06 SEASON IN REVIEW

ITALY v. FRANCE

CHAMPIONS WORLD

FIFA FEVER

The 2006 Hyundai A-League Grand Final

GIANT

The Soul of Brazilian Football

Johnny Warren's

FOOTBALL MISSION

SEARCH FOR GLORY

Commercial Affairs

COMMERCIAL AFFAIRS

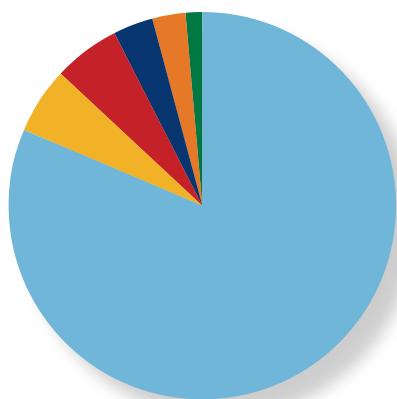
This was a year of record commercial performance by SBS, and also one of significant change for SBS Commercial Affairs.

Gross revenue from the Division's six arms – TV advertising, Merchandising, Radio, Language Services, Program Sales and Online – was \$52.03m. Just over \$11.39m of this amount was Television revenue generated by FIFA World Cup 2006 sponsorships.

The Commercial Affairs division, created in late 2005, incorporates the previous SBS Sales division and takes on full responsibility for SBS Radio and SBS Online sales. The new structure better reflects the responsibility this team has for not only raising revenue, but also for negotiating the range of strategic and stakeholder issues central to SBS's commercial activities.

For the coming financial year, Commercial Affairs will continue its focus on improving business systems, building the integrated value of SBS's television, radio and online services and creating a more competitive merchandising and content sales business.

Gross Revenue



TELEVISION ADVERTISING SALES

The Ashes series at the beginning of the financial year and the World Cup competition at the end contributed significantly to SBS's record revenue in 2005-06.

Gross Television advertising revenue was \$33,126,295. As mentioned above, World Cup sponsorships, separately accounted, generated a further \$11.39m. Platinum sponsors were: Nike, LG Electronics, National Australia Bank, Powerade, Qantas and Hyundai. Gold sponsors were: MasterCard and Telstra.

Two key initiatives, unveiled in the last quarter of the financial year, are expected to create continued revenue growth. First, the SBS Board decision in June 2006 to allow in-program advertising breaks is forecast to generate at least \$10m additional advertising revenue in the first full year. Secondly, the installation in 2006-07 of a new sales traffic software system will streamline business activities, improve customer service and deliver critical management information tools.

RADIO SALES

Radio Sales achieved record gross revenue of \$2.3m, a 30% increase on the previous year, with revenue growth from both the government and the corporate sectors.

Revenue was derived from traditional air-time sales and radio production as well as new revenue streams, including joint promotions with key clients and the sponsorship of outside broadcasts.

Radio Sales and SBS Language Services combined to successfully bid for the Australian Taxation Office Business Activity Statement tender involving the production and distribution of radio and press advertising in six languages every quarter. Other major projects included the production of advertising material for the Department of Workplace Relations, the Family Assistance Office and the Energy and Water Ombudsman of NSW.



 SBS Merchandising's football catalogue included 12 DVDs, 10 books and one CD

In Melbourne, the Radio Sales production unit won a number of tenders to produce advertising material. These included the Transport Accident Commission, Problem Gambling, the Department of Fair Trading, Australia Post, CrimeSmart, the Environment Protection Authority and Melbourne Water.

The increase in government spending came about through SBS's relationship with key stakeholders who manage Victoria's government advertising as well as the implementation of signal splitting to provide Melbourne-only advertising.

ONLINE ADVERTISING SALES

From January 2006, Commercial Affairs, assumed responsibility for Online Media Sales which, like Television Sales, is represented in the market by The Stenmark Organisation.

Gross revenue for 2005-06 was \$510,417 and this was driven largely by the performance of theworldgame.com.au in the lead up to and during the FIFA World Cup.

The online advertising market grew by 62% in 2005* and is set to surpass radio as the third most popular advertising medium, after press and television. With this in mind, Commercial Affairs implemented a number of key initiatives to attract additional online revenue. These included:

- ④ The appointment of Double Click to handle advertisements and the supply of user information;
- ④ The commissioning of a leading online media agency, e-mitch, to conduct a review of the SBS website and to recommend best practice inventory management; and
- ④ The integration of online advertising support into major advertising pitches.

* LEASA 2005

SBS MERCHANDISING AND CONTENT SALES

In December 2005, SBS amalgamated the two departments, Program Sales and Merchandise, to form Merchandising and Content Sales. (Note: For the purpose of this Annual Report the accounts are reported separately.) The new department comprises three complementary businesses:

- ⊕ Merchandising – Licensing of the SBS logo, chiefly to distributors of books, CDs and DVDs and management of SBS's retail partnerships with Dymocks and JB Hi-Fi;
- ⊕ SBS Video – Acquisition and exploitation of DVD sell-through rights for SBS acquired and/or commissioned television programs; and
- ⊕ Content Sales – Acquisition and exploitation of rights to sell SBS-acquired and/or commissioned programs to local and international television networks, online content and mobile phone platforms.

Merchandising

Gross revenue from SBS Merchandising was \$1,121,060 – an increase of 6.66% over 2004-05. Revenues in 2005-06 were driven largely by surging consumer demand for DVDs, boosting Dymocks' SBS (owned and branded) DVD sales by more than 240% over the previous year.

As at 30 June 2006, the SBS catalogue included 69 books, 111 CDs and 150 DVDs, all of which were SBS program-related and SBS logo-licensed. The complete SBS Merchandise catalogue can be found at www.sbs.com.au/sbsshop

Retail partners

Dymocks has been the highly successful SBS retail partner since September 1999, offering a store-within-a-store concept throughout its 70-plus chain of franchise stores. In June 2006, SBS formed a second, complementary retail partnership with JB Hi-Fi, a specialist DVD and CD retailer, with 36 stores across Australia and plans for more than 50 outlets by the end of 2007.

SBS Merchandising Partners

Participating book, CD and video partners with whom SBS Merchandise had a logo licensing relationship in 2005-06:

ABC Books

Allen & Unwin

Aztec International

Bookwise

DV1

EMI Music

Festival-Mushroom Records

Force Entertainment

Hardie Grant Books

Hopscotch

Lonely Planet

Madman Entertainment/AV Channel

News Custom Publishing

Nomad/Beyond

Roadshow Films

Random House

Shock Records

Universal Music

Visual Entertainment Group

Warner Music

20th Century Fox Video

Online Shopping

In June 2006, SBS Merchandising expanded SBS Online shopping with the introduction of the World Game Shop at www.theworldgame.com.au/shop. Its product range included training equipment, sports apparel and training videos. In partnership with Sony-BMG, SBS Merchandising also launched World Game iMixes, a collection of 10 football songs from 14 countries which could be downloaded from iTunes via the SBS website at www.theworldgame.com.au/smusic

SBS Merchandise

Books

2006 SBS World Cup Guide
2006 World Cup Fact File
Atlas of Languages
Away Game, The
Beneath Southern Seas
By The Balls
Clarkson on Cars
Classical Destinations: An Armchair Guide to Classical Music
Colony, The
Corporation, The
Cricket: Celebrating the Modern Game Around the World
Dinosaur Dealers
Dr Tatiana's Sex Advice to All Creation
Eurovision 50th Anniversary
Going Bush
Hairy Bikers Cookbook
Helen of Troy
Hitler's Women
I Know You Got Soul
Iron Chef
Lost
Mao: The Unknown Story
Motorworld
Mr & Mrs Soccer
One Fantastic Goal
Our Socceroos
Power of Gold, The
SBs Eating Guide to Sydney
SBs World Guide, 13th Edition
Sea Kingdoms, The
Simply Ming
Sophie's World
Tour de France: A Hundred Years of the World's Greatest Cycle Race
Treasures of the World Cup
Tyrannicide Brief, The
Ultimate Encyclopaedia of Soccer
Weapons of Mass Deception
What Not to Drive
Who Wrote the New Testament?
World according to Clarkson, The
You Must Remember This: 101 Movie Themes and Songs

CDs

Amadeus Code, The
Amor Amor: Arielle Dombasle
Before Time Could Change Us: Katie Noonan and Paul Grabowski
Catching Tales: Jamie Cullum
Celtic Harmonies
Classical Destinations: An Armchair Guide to Classical Music
Contemplation: The Serene Harmonies of the Harp
Dreaming Wide Awake: Lizz Wright
Dreaming: The Sounds of Calm and Tranquility
Eloquence
Energia : Jose Carreras
Eurovision Song Contest: Athens 2006
Eurovision Song Contest: Kiev 2005
Global Village
Lang Lang Live at Carnegie Hall
Legacy of the Vienna Philharmonic, The
Mendelssohn/Tchaikovsky: Piano Concertos, Lang Lang
Mesk Elil: Souad Massi
No Direction Home
Music is the Weapon: The Best of Fela Kuti
New Year's Concert 2005
New Year's Concert 2006
Number One Classical Album 2005, The
Phenomenal Martha Argerich, The
Queer as Folk: Season 4
Queer as Folk: The Final Season
Ray Charles: Genius and Friends
Renaissance: Music for Inner Peace
Rodrigo Y Gabriela: Live in Manchester and Dublin
Sacred Songs: Renee Fleming
SBs Whatever Project
Sentimiento: Juan Diego Florez
Simple Gifts: Bryn Terfel
Simply Beautiful: The Very Best of Al Green
Simply the Best Festive Album
So Frenchy So Chic 2005
So Frenchy So Chic 2006
Song for the Socceroos: Green and Gold, Freedom of Thought
Sounds of the Planet: Womadelaide 2006
Tenology: The Best So Far, Ten Tenors
Ultimate Smooth Jazz
Verve Songbooks: Cole Porter
Verve Songbooks: Cool Yule

continued overleaf

Verve Songbooks: Gershwin
Verve Songbooks: Harold Arlen
Verve Songbooks: Irving Berlin
Verve Songbooks: Jerome Kern
Verve Songbooks: John Mercer
Verve Songbooks: Rodgers and Hart

DVDs

Abortion, Corruption & Cops
Against All Odds
A-League 2006: Grand Final *
A-League 2006: Season In Review *
A-League 2006: The Champions *
Born Into Brothels
Champions of the World
Classical Destinations: An Armchair Guide to Classical Music
Colony, The *
Corporation, The
Diana Krall Live at the Montreal Jazz Festival
Easter in Art *
Empire of the Mongols *
Empires: Japan *
Energia: Jose Carreras
Europe in the Middle Ages *
Eurovision Song Contest: Athens 2006
Eurovision Song Contest: Kiev 2005
FA Cup 2006: Best Goals
FA Cup 2006: Final
FA Cup 2006: Season Review
Feast: India *
FIFA Fever
French Film Collection
Genghis Khan *
Ghost in a Shell, Vols. 1 & 2
Ginga! The Soul of Brasilian Football
Going Bush
Golden Age of the Piano, The
Great Battles of the Great War *
Happy Tree Friends, Series 1 - 3
Height of Passion
Hell on Wheels
Imperium: Fall Of Great Empires *
Inspector Montalbano, Vols. 1 & 2
Inspector Rex, Series 1 - 4
Japan in Ruins *
Johnny Warren's Football Mission *
Judgement Day: Images of Heaven & Hell *

Kiki's Delivery Service
Lang Lang Live at Carnegie Hall
Laputa: Castle in the Sky
Les Murray's World Football Challenge
Lonely Planet: Six Degrees, Vols. 1 - 16
Mapmakers, The *
McLibel
Michelangelo Superstar *

Mysterious Geographic Explorations of Jasper Morello, The
Mythbusters, Box Set 1
Mythbusters, Vols. 1 - 12
Mythbusters: Sharks Special
Napoleon
Nausicaa of the Valley of the Wind
New Year's Concert 2005
New Year's Concert 2006

No Direction Home
Normans, The *
Origins *
Peter Sculthorpe's Sydney Singing *
Power of Gold, The *
Punk Attitude
RAN (Remote Area Nurse)
Rise of the Roos: The Road to Germany *
Samurai Champloo, Vols. 1 & 2
Sea Kingdoms, The *
Search for Glory
Shameless, Series 1
Sleeping Giants
Spirited Away
Staircase, The
Stories from the Gulf *
Submariners
Summerstorm
Superflu
Top Gear: Revved Up
Tour de France 2005, Le: Highlights *

Weapons of Mass Deception
Who Wrote the New Testament? *

* Denotes an SBS Video release



 World Cup sponsors generated more than \$11m in revenue

SBS VIDEO AND SBS CONTENT SALES

In 2005-06 the combined gross revenue of SBS Video and SBS Content Sales (previously known as Program Sales) was \$2,216,582 – an increase of 32.5% over the previous financial year.

SBS Video

The home video market continued to boom, particularly in the first half of 2006, helping to boost growth year-on-year.

In partnership with ABC Roadshow, SBS Video launched 19 products onto the market. At the same time, video sales in the non-theatrical market – schools, tertiary institutions, libraries and other Government and non-Government institutions – grew substantially. Revenue increased 8.5% over 2004-05.

Sales to the non-theatrical market are serviced in Australia and New Zealand through SBS exclusive sales agent, Marcom Projects – www.marcom.com.au

The unit's strategic focus for the year was on improving the acquisition of titles. In coordination with SBSi and the independent production sector, SBS Video acquired the rights for forthcoming programs such as *The Da Vinci Cup*, *Great Australian Albums*, *Lonely Planet Six Degrees* and *Pizza*.



Home Video Titles

- A-League 2006: Grand Final
- A-League 2006: Season in Review
- A-League 2006: The Champions
- Easter in Art
- Elegant Universe
- Empire of the Mongols
- Feast: India
- Genghis Khan
- Imperium: Fall of Great Empires
- Japan in Ruins
- Johnny Warren's Football Mission
- Judgement Day: Images of Heaven and Hell
- Michelangelo Superstar
- Origins
- Rise of the Roos: The Road to Germany 2006
- Tour de France 2005: Highlights

Non-Theatrical Video Titles

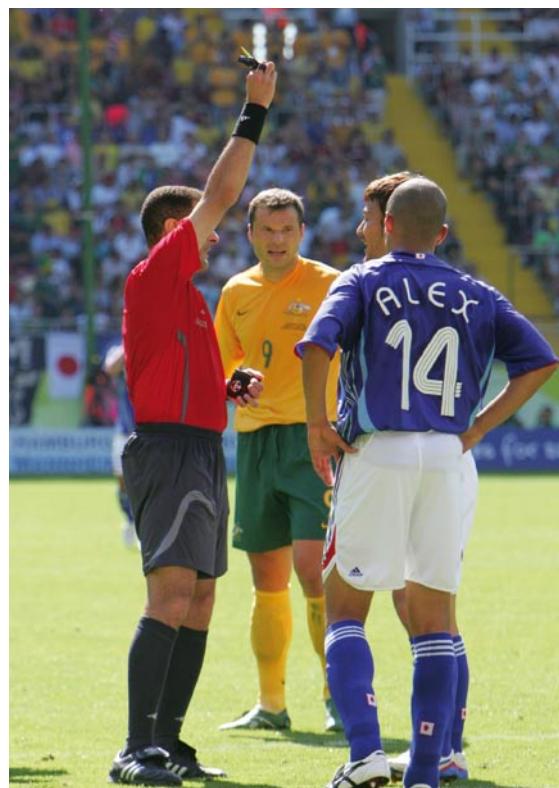
- America's Forgotten Allies
- Ancient Discoveries, Series 2
- ART21: Art in the 21st Century
- Bush School
- Cocaine
- Dirty War
- Easter in Art
- Empire of the Mongols
- Europe in the Middle Ages
- Everyone Loves a Wedding
- Food Lovers' Guide to Australia, Series 5
- Fork in the Mediterranean
- Heritage Theatre programs including:
 - The Rivals
 - She Stoops To Conquer
 - The Mysteries
 - Denial
- Imperium: Fall of Great Empires
- JabeBabe
- Japan in Ruins
- Judgement Day: Images of Heaven and Hell
- Vietnam Minefield

Content Sales

Revenue increased by 96.6% over the previous year with SBS Content Sales enjoying a higher profile among content buyers and the independent production community. Internationally, the department concentrated its efforts at major content markets, particularly Mipcom and MipTV, and domestically it maintained a close working relationship with SBSi and independent Australian producers.

During the year, SBS acquired the rights to a number of programs with strong international appeal, including *Feast India* and *Feast Bazaar* which have been bought by Discovery Channels throughout Europe and Asia as well as other channels in Canada, The Netherlands, Singapore, Spain and New Zealand.

New strategies are in place to distribute SBS-owned content online and across other digital platforms, and Content Sales is also examining expanded sales opportunities of SBS-owned footage and subtitles.



 Australia played Croatia, Japan (above) Brazil and Italy in the World Cup

Content Sales

ABC Asia Pacific Service
Aboriginal People's Television Network Canada
Discovery Networks worldwide
Eastern Broadcasting Taiwan
Food Channel Australia
History Channel Australia
Israel Educational Television
Lifestyle Channel Australia
Living Channel New Zealand
NHK Japan
Qantas Inflight Entertainment
RTE Ireland
RTSI Switzerland
SVT Sweden
The Community Channel UK
TV12 Singapore
TV3 New Zealand
Viajar Spain
VRT Belgium
YES Israel
YLE Finland

Program Sales

After Maeve
Betelnut Bisnis
Bush School
Case 442
Eighth Summit, The
Everyone Loves a Wedding
Feast: India
Feast: Bazaar
Food Lovers' Guide to Australia, Series 5
Fork in Asia, A
Fork in the Mediterranean, A
Hearing James
Hidden History of Homosexual Australia, The
Iraq My Country
Jack Sue: A Matter of Honour
John Safran vs God
John Safran's Music Jamboree
Kokoda Trail, The: More Than Just A War Memorial
Korean Anzacs
Passport to Parenthood
Plains Empty
Prahran: Swimming in the Backyard

Preservation

Remembering Country
RAN (Remote Area Nurse)
Roy Hollsdotter Live
Seeking Asylum
Shake Rattle and Roll: A Journey With Parkinson's
Unholy Orders
Wine Lovers' Guide to Australia, Series 1
Wine Lovers' Guide to Australia, Series 2
Yellow Fella

Programs produced or commissioned by SBSi

After Maeve
A Fork in the Mediterranean
Bush School
Case 442
Closet Tales of Australian Fashion
Dirty War
Feast: India
Feast: Bazaar
Food Lovers' Guide to Australia (series 5)
Help!
Iraq, My Country
In Search of Bony
Nurse Maggie
'Sa Black Thing
Shake Rattle and Roll: A Journey With Parkinson's
Sydney at War: The Untold Story
The Buchenwald Ball
Vietnam Minefield
Welcome 2 My Deaf World
Yellow Fella

SBS LANGUAGE SERVICES

The department achieved gross revenue of \$1.36m for 2005-06 and net revenue of \$0.26m. This result was due to an increased focus on sales, marketing and improvements in operational efficiencies.

During the year, a detailed marketing and business plan was developed and is currently being implemented. The focus remains on four specialized areas: translation, typesetting, voice-over and subtitling.

In translation and typesetting, SBS Language Services worked with Australian and international clients particularly in key industries such as health and pharmaceuticals, tourism, education, telecommunications, software, broadcasting, filmmaking and various government departments.

There was increased demand for voice-over, subtitling and video-reversioning for corporate clients. SBS Language Services also subtitled films and programs for the Cannes Film Festival, ABC Television, NHK Japan and the DVD market in Australia.

SBS AND PAY TELEVISION

Multilingual Subscriber Television Limited (MSTL), a wholly-owned subsidiary company of SBS, maintained its 40% shareholding in PAN TV Ltd. The other shareholders are Australian Radio Network Pty Ltd, Australian Capital Equity Pty Ltd and Australia Oriental Pearl International Holdings Pty Ltd.

PAN TV produces a multilingual movie channel (the World Movies Channel) which is sold to Australian pay TV operators Foxtel, Austar and Optus.

MSTL's current corporate plan identifies three key objectives. These relate to meeting the changing needs of Australian audiences, good resource management, and the need to continue to explore business activities relevant to the MSTL charter. MSTL continues to perform according to its objectives.



05



Technology and Distribution

TECHNOLOGY AND DISTRIBUTION

Significant changes in the divisional structure of Technology and Distribution occurred during the year. A new Director was appointed and the former Technology and Distribution division and the Television and Radio Operations departments were amalgamated. The restructure brings together all technical, engineering, transmission and broadcast operations of Television and Radio. This streamlined structure has resulted in operational and budgetary efficiencies.

The SBS '07 initiative is well advanced. Introduced in 2004-05, the initiative involves a comprehensive and systematic review of SBS's existing workflows with the objective to re-design them so that they better correlate with major investments in new technology and infrastructure. Close cooperation with SBS department heads and users will ensure that business and strategic goals are met. A Capital Development manager, appointed in November 2005, has identified a shortlist of major projects, the first being the installation of a revamped TV airtime Sales and Traffic System which will enable SBS to better control its advertising inventory. It is scheduled for completion in late 2006. Other projects include the multichannel playout system, which is currently being tested in the market, and the non-linear newsroom system.

INFORMATION TECHNOLOGY

Subtitling System

The new subtitling system, commissioned during the year, is providing substantial efficiencies in workflow and program availability. The system is available to both the Content and Sales Divisions within the organisation.

Storage Area Network (SAN)

Investigations commenced in early 2005 to determine the requirements for the SAN upgrade for SBS's Sydney headquarters. The tender was distributed in November 2005 and the selection was completed in February 2006. Planning on the final configuration and data migration has begun and 'sign-off' is expected in August 2006.

The World Game web infrastructure

In anticipation of increased online traffic for the FIFA World Cup, SBS's web infrastructure relating to The World Game website was reviewed and successfully upgraded to cope with the increased traffic.

Sales and Traffic System for Television

Responses were received from 14 companies of which six tenders were further reviewed by the Tender Selection Committee. The successful tenderer was notified in June 2006 and work, currently underway, is expected to be completed in the third quarter of the 2006-07 financial year.





 The Sydney studio crew prepares for another World Cup broadcast

TELEVISION ENGINEERING

Digital TV and Mobile Receiver Trial

Digital Video Broadcasting to Handheld devices (DVB-H) was launched in Sydney in July 2005 as a trial service involving SBS, three other free-to-air broadcasters and 14 pay TV channels.

The SBS DVB-H service was a simple re-transmission of SBS Television, but it could also be modified to include interactive services. The Sydney-based 15-month trial was designed to test the technical capability and commercial prospects for DVB-H applications in Australia, and was the first high power, multi-channel trial in the world.

SBS TV engineers worked closely with Broadcast Australia, the holder of the DVB-H broadcasting/datacasting licence, to install the encoding system for SBS's trial broadcasts.

Staffing and Support

Staffing initiatives, introduced in 2005, helped considerably in reducing potential on-air technical problems. Greater coordination of activities and the refurbishment of the technical workshop also produced greater efficiencies.

Documentation and Knowledge Sharing

The Television Engineering team underwent training in the new Vidcad documentation package. Standard installation guidelines and practices have also been set up for future operations, providing a platform for ongoing documentation of SBS's technology. Technical manuals are being produced for major events, and this was particularly important for SBS's comprehensive World Cup coverage.

RADIO ENGINEERING

Studio Digitisation

The digitisation of SBS Radio studios was completed in October and was followed by training for broadcasters on the use of the new digital mixers. One of the voice booths was converted to a broadcast studio and Telos Radio Talk Back System was deployed in all the renovated studios.

Netia Upgrade

Netia Audio Servers are scheduled to be replaced in the coming financial year, having been in operation since 2001. It is also planned to change to a new Windows 2003 Server and a new version of Netia.

CD Storage System

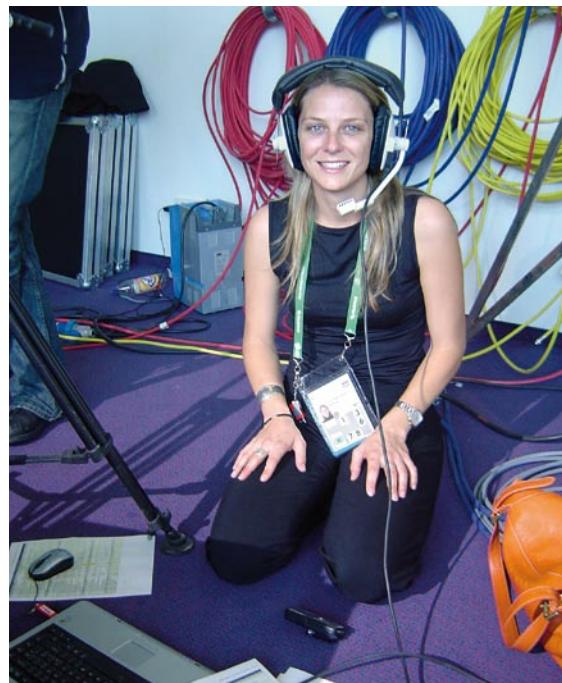
With hard disk storage becoming more affordable, plans are underway to install a CD server system to download CDs. This will help radio broadcasters to browse the collection and import them into their programs. Installation of the system in Melbourne is anticipated in August 2006.

Digital Radio

Digital radio broadcasting is expected to begin in January 2009 and the Federal Government has announced that SBS and the ABC will share one multiplex. SBS continues its participation in digital radio trials to test MPEG 4 AAC should this standard be accepted and ratified by WorldDAB and ETSI.

Codecs

SBS Radio is replacing the MPEG 1 codecs, in use for more than 10 years, with the latest MPEG 4 AAC codecs. The more advanced MPEG 4 coding will provide better quality at lower bit rates.



 Belinda Achterrstraat in control at the Kaiserslautern OB

Business Continuity

POTS codecs are being installed in the four transmitter sites in Sydney and Melbourne as part of the Business Continuity Plan. This will enable one production centre to deliver programs to the transmitters of the other production centre, should one centre fail. The codecs will enable SBS to send broadcast quality audio signals over a single telephone line to the transmitters in the event of failure.

CAPITAL DEVELOPMENT

SBS is currently testing the market for alternatives for its playout facilities. This major project gives SBS greater flexibility and efficiency in how we deal with content. State-of-the-art technology, used collaboratively, will mean that tape will be handled only once and after that all work will be performed in a non-linear, file based domain. Material will be automatically archived at two different sites, guaranteeing the preservation of our special footage. Business continuity will improve and will be more efficient, with a backup playout site automatically on standby.

TRANSMISSION SERVICES

Digital Radio Trials

SBS continued its participation in trials of digital radio in Sydney and Melbourne and gained access to audience research conducted by Broadcast Australia. SBS also instigated trials of Digital Radio Mondiale on 1440 kHz in Canberra. This trial provided valuable input into the Australian Communications and Media Authority planning process.

Transmission Services

Transmission Services (formerly Network Development and Operations) in coordination with Broadcast Australia, SBS's largest transmission service supplier, continued the rollout of new digital television services throughout 2005-06.

SBS Television transmitted its programs throughout Australia via the following means:

- ⦿ 250 terrestrial transmitters that deliver its analogue service through contracts with three service providers, Broadcast Australia, Imparja and Watson's Technical Services;
- ⦿ An estimated 341 self-help transmitters owned and operated by local communities in mostly remote regions of Australia;
- ⦿ Four Optus Aurora satellite services to all of Australia, including approximately 60,000 remote direct-to-home receivers;
- ⦿ Four digital television satellite services via Optus to all of Australia, providing the full suite of SBS digital television;
- ⦿ 161 digital terrestrial services which cover all capital cities and major regional centres; and
- ⦿ Re-transmission services via the cable subscription services of Optus Vision and Foxtel, and the satellite subscription services of Austar and Foxtel.

Digital Television Transmission

SBS's digital service, which began in January 2001, continued to rapidly expand beyond State and Territory capitals. During the year, a further 37 new services began, bringing to 161 the total number of digital services.

All mainland State and Territory capital cities are now connected via Telstra's digital video network. Satellite distribution of SBS's digital service is now available throughout Australia, allowing for digital rollouts in more remote locations.

The new partnership with Broadcast Australia has streamlined the rollout process, ensuring the faster delivery of SBS's digital services.

Analogue Television Transmission

New transmission facilities have been commissioned to extend SBS coverage to areas of populations between 3,000 and 5,000. The partnership with Broadcast Australia has allowed SBS to improve its national coverage target, thereby improving long-term network availability for SBS analogue television.

Self-Help Transmitters

The Self-Help Subsidy Scheme, funded by the Federal Government and administered by SBS, provides eligible community groups or local government instrumentalities with 75% of their start-up capital costs for television transmitter installations and 100% of the establishment costs for Radio services.

Two booklets, *Self-Help Guide* and *Self-Help Subsidy Guidelines* are available from SBS Transmission Services, and PDF versions of these documents are available on the SBS website.

Similarly, the Black Spot Program assists local communities to install their own transmitters in locations with poor reception. Of the sites identified for self-help funding, 267 have been licensed to commence SBS services, with most already on air.

Satellite Services

SBS continues to provide direct-to-home analogue television and radio services through the Optus C1 satellite. Optus B3 and B1 satellites are used for the distribution of four digital multiplexes to regional and remote transmitter sites, providing the full suite of SBS multichannels across Australia. The B1 services were transitioned to New Skies NSS-5 satellite pending the launch of Optus D1. One SBS service is also available to viewers of the Austar pay TV service, and three SBS digital TV channels and two radio channels are available to Foxtel digital satellite subscribers.

Radio Transmission

SBS Radio transmitted its programs to all State and Territory capitals and some major regional centres via the following means:

- ⊕ 14 terrestrial radio transmitters that deliver SBS Radio under the Transmission Service Agreement with Broadcast Australia;
- ⊕ Five self-help transmitters owned and operated by local communities in Young, Wagga Wagga, Bathurst, Longreach and Mintabie provide local transmission of the national signal; and
- ⊕ Two SBS Radio channels (Sydney AM and FM) are also available in Wollongong and on SBS's digital television service. These same services can be accessed via the Foxtel digital satellite subscription service.

Audience Feedback

The vast majority of viewer complaints received by SBS Transmission Services related to viewer equipment: antenna, cabling, set-top boxes and location. In 2005-06, 489 telephone calls concerning possible transmission problems were logged. These were: Queensland 175; New South Wales 135; Victoria 85; Western Australia 33; South Australia 23; Tasmania 20; Northern Territory 8; Australian Capital Territory 5; and five were not stated.

The majority of problems were picture and sound quality, intermittent signal failure, no signal at all, and inability to locate SBS's digital signal. A considerable number of reception problems concerned the lack of an appropriate UHF antenna, necessary antenna repairs or alterations to antenna positioning. In Brisbane, where a Signal Frequency Network operates, nine transmitters provide digital services to Brisbane, the Sunshine Coast and the Gold Coast. Overlapping signals, especially at the transmitters' outer limits, occasionally caused reception problems. Tests to rectify the problem began in May.

Callers who reported equipment problems were sent a copy of the ACMA brochure, *Better Analogue Reception*, or referred to the Digital Broadcasting Australia website. If the problem concerned signal interference, callers were referred to ACMA or the Digital Television Interference Helpline. In some instances the issue was reported to SBS's service provider. In accordance with our agreed guidelines, viewers with transmission problems were referred to SBS's service provider, the SBS Master Control Room or SBS Television Engineering.

Some callers who receive SBS through Foxtel or Optus were referred to these corporations if they had SBS reception problems. Other callers who receive SBS via a self-help transmitter, operated and maintained by a local organisation, were referred to the appropriate contact, usually the local Council.



"THE WORLD GAME WEBSITE IS JUST BRILLIANT. IT TELLS ME ALL I NEED TO KNOW."

07



Report of Operations

GOAL 1:

TO INCREASE OUR RELEVANCE TO ALL AUSTRALIANS

How will we know we have succeeded?

SBS program divisions – Television, Radio and New Media – will report to the Board on annual targets for agreed benchmarks including audience growth, diversity and engagement. The overall measure of success will be a combination of these and they will be measured across the schedule in each program area, rather than by individual programs.

1.1

OBJECTIVE:

Increase audience size

MEASUREMENT:

Overall audience growth

The average weekly reach for SBS Television increased in five mainland capital cities – Sydney, Melbourne, Brisbane, Perth and Adelaide – and in regional areas in 2005. In the five capital cities, SBS Television was watched by 5.44 million people on average each week (up from 4.93 million people in 2004) and 2.71 million people in regional areas (up from 2.3 million people in 2004).

SBS Television's audience share in the five capital cities between 6pm and midnight was 6.4%, the highest annual share result for SBS (up from 5.1% in 2004). The 2005 Ashes Test series and the World Cup Qualifier match between Australia and Uruguay contributed significantly to this record audience share.

SBS's 2005 Ashes coverage provided record audiences for SBS. Across the five tests, the Ashes achieved a cumulative reach of 8.5 million viewers in five capital cities and approximately 3.5 million in regional areas. The final test provided SBS with an all time record prime time share of 21% on the final day of play.

In November 2005, SBS achieved its best ever audience with the Australia vs Uruguay World Cup Qualifier (in Sydney), which averaged 2.5 million viewers with a peak of 3.4 million.

News and Current Affairs programs delivered increased audience growth in 2005-06. In comparison to the previous year, Dateline viewers increased 23% and Insight's audience rose 30%.

During the year, SBS Radio completed its fourth round of re-surveys of three of the major language communities in Australia – Italian, Greek and Arabic – which together make up approximately 30% of the 2.7 million Australians who live in homes in SBS's transmission areas and who speak a language other than English.

In the past 10 years, SBS Radio has commissioned more than 70 separate surveys in 41 languages involving more than 30,000 telephone interviews. The results, extrapolated across Australia, suggest that each week SBS Radio programs are heard by more than 800,000 listeners. Phone calls, emails, letters and faxes also provide valuable feedback to program producers.

SBS Online reached its highest-ever audience in June 2006, serving 15.8 million page impressions and 1.04 million unique users during The World Game's coverage of the 2006 FIFA World Cup.

The average number of SBS web page impressions was 6.57 million per month, while the average number of unique browsers was 505,700 per month.

Every year, from 2002 to 2006, SBS Online's audience has grown by an average 31%.

1.2

OBJECTIVE:

Increase diversity of our audience

MEASUREMENT:

Audience growth in identified demographics

Based on the five capital cities sample, SBS increased its reach across all demographics. Audience growth was highest among women, with average weekly reach for Women 18+ rising 10%, from 2.04 million in 2004 to 2.27 million in 2005.

Among women, the most popular programs included the documentary series **RAN (Remote Area Nurse)**, **Going Bush** and **Extraordinary People**.

The drama series **RAN (Remote Area Nurse)** had a strong female profile, with women accounting for over 55% of viewing. **RAN** made an impressive debut on SBS, delivering some of the highest ratings for the Thursday 8.30pm time slot for 2005-06. It was a similar story for the documentary series, **Going Bush** which delivered strong growth in the number of women watching the Wednesday 7.30pm slot. Its first episode attracted the highest-ever ratings for 'Inside Australia.' Overall, women made up 55% of the average audience.

Other programs which drew increased numbers of younger and female viewers included **Insight**, with its diverse range of human interest subjects, **Nerds FC**, which followed the evolution of a novice football team, and the Saturday night magazine program, **Here Comes the Neighbourhood**. Monday night was further established as a night for younger audiences with the highly successful **Mythbusters**, alternating with **Top Gear** in the 7.30pm slot, a variety of daring comedies and animations from 8.30pm to 9.30pm and edgy dramas at 10pm.

SBS's broadcast of the **2005 Ashes** test cricket series drew large audiences, including those Australians with cultural ties to the world's cricket-playing nations, and provided the opportunity for SBS to promote its program schedule to a much wider audience.

The Socceroos win in the **World Cup Qualifier** between Australia and Uruguay (November 2005) delivered a record-breaking audience for SBS and guaranteed football's highest profile ever when SBS launched its **World Cup** coverage in June 2006. By the end of the month, football had provided some of SBS's biggest-ever top rating programs.

For the first time, all 21 stages of the **Tour de France** were broadcast live and captured an average 13.3% share of the free-to-air audience. A total of 3.98 million people tuned into SBS's coverage and the event attracted a greater number of younger viewers than previous competitions.

In 2005-06, 46% of broadcasts on SBS's principal channel were in Languages other than English (LOTE), compared with 48% in English. It should be noted that for five weeks in the second half of 2005, and for three weeks in June 2006, much of SBS's normal schedule was replaced by coverage of the **Ashes** cricket series and the **World Cup** respectively, all of which was in English. In 2005-06, an additional 4,330 hours of news programs in LOTE were broadcast on the digital SBS World News Channel. Across both channels, LOTE programming represented 72% of all broadcast output.

SBS Radio broadcasts 255 hours of individual programs each week over its five frequencies. A further 21 hours are aimed at younger people and are mainly in English. Many programs in languages other than English have youth teams making programs for younger audiences in their language.

SBS Radio's late night youth program, Alchemy, delivered revamped talk and music programming on-air, online and across other platforms. It expanded its network of young contributors from around the country in order to offer more comprehensive coverage of youth issues. Feedback via SMS, email, phone calls, letters and faxes increased substantially.

The proportion of female listeners to SBS Radio varies from language to language, from a high of 54% in Dutch to 44% in Urdu. This generally reflects the demographics of the individual language communities in Australia.

The most recent audience surveys of the six largest listening communities show increases for five of the groups (ranging from 49% to 61%). Only Arabic listeners declined slightly to 38%.

SBS Online's audience is significantly younger than the Television and Radio audiences, as revealed in a 2005 audience survey. While many SBS Television programs attract audiences over 40 years old, 74% of users of the corresponding program websites are under 40. The World Game's World Cup coverage attracted more than one million users to SBS Online, almost double the normal audience size.

1.3

OBJECTIVE:

Increase audience engagement

MEASUREMENT:

Increased interaction with our audiences; links and interactions with different parts of the Australian community through public activities; and audience and community feedback

In June 2006, SBS commissioned its most recent Newspoll survey of SBS's role and perceived value. Since the previous nationwide survey, in July 2004, opinion of SBS has remained stable on key measures, with results showing an extremely high appreciation of SBS.

- ⊕ 91% agree that SBS has types of programs you would not see on the other TV stations;
- ⊕ 86% agree that SBS (Television, Radio and Online) plays an important role in today's culturally diverse society*;
- ⊕ 79% of people find value in SBS (Television, Radio and Online)*;
- ⊕ 89% of people believe it is important that SBS be available to provide an alternative to the commercial TV stations;
- ⊕ 79% believe it is important that SBS be available to provide an alternative to ABC Television; and
- ⊕ 73% agree that SBS has better coverage of overseas news than other TV stations.

**Whereas previous Newspoll surveys referred to SBS Television only, in 2006 respondents were asked about SBS overall i.e. Television, Radio and Online.*

All news and current affairs programs have feedback forums on the SBS website which are actively used by SBS audiences. *Insight* also has a two-hour forum discussion after each program. A special *World News Australia* forum on the Cronulla Beach riots was held in December 2005.

SBS Online engages its audience in post-program live chats, forums, message boards, user-generated content platforms, polls, games and email newsletters. SBS received 1.3 million user responses.

In 2005-06, SBS Online hosted 53 live discussions, including *Insight* audience forums, and chats with filmmakers and subject debates about documentaries shown on 'Storyline Australia' and 'Inside Australia'. Email newsletters are maintained for *The World Game*, *World News Australia*, *Dateline*, *Insight*, and a number of Radio language programs. There are more than 25,000 subscribers to these services.

During the year, SBS Radio staged 98 outside broadcasts and other promotional events in and around Sydney and Melbourne as well as trips to Brisbane and Perth. Of special interest this year was an outside broadcast from Cronulla, shortly after the December riots, and big screen telecasts in Sydney and Melbourne of the World Cup which drew thousands of football fans.

In October 2005, a radiothon to support Anti-Poverty Week and Children's Week raised \$425,000 when 28 language programs joined forces to raise money for disadvantaged children in Australia and overseas. Since 1997, SBS Radio-sponsored radiothons have raised almost \$7 million for humanitarian and community-based causes.

Throughout the year, SBS's Community Relations Executive maintained the Corporation's strong relationship with key stakeholders, including Australia's ethnic and cultural communities. Meetings were held with leaders and officials from community organisations, government bodies both State and Federal, youth and women's organisations, as well as industry and other stakeholder groups. In particular, strong links were maintained with national peak bodies, the Federation of Ethnic Communities' Councils of Australia (FECCA), the Council for Multicultural Australia and the Australian Multicultural Foundation.

SBS, in partnership with FECCA, sponsored a Student Journalism Award aimed at promoting cultural pluralism, humanism and social justice among young journalists. The initiative encourages excellence and fairness in reporting and investigation of issues relating to cultural diversity, both domestically and internationally. The winner received a six weeks' traineeship at SBS, a \$1,000 prize, and publication of their feature in FECCA's quarterly magazine.

SBS was also a founding partner in the Journalism in Multicultural Australia Project which began in August 2005 and includes the Commonwealth Department of Immigration and Multicultural Affairs and a number of key universities and media organisations across Australia. The aim is to develop and pilot a set of academic curricula and professional development resources for current and future journalists that will inform the reporting of multicultural issues and events in Australia.

The SBS Community Advisory Committee met three times during the year to discuss issues of relevance to SBS and provide community perspectives and feedback on a range of SBS programs and operations. In August 2005, regional focus groups were conducted in Wangaratta and Shepparton in Victoria. A diverse range of participants provided valuable qualitative feedback on SBS services as well as attitudes and opinions about SBS and the media generally.

1.4

OBJECTIVE:

Create and deliver an increased range of distinctive Australian content

MEASUREMENT:

Increased local content in specifically targeted genres; distinctiveness measured against public broadcasting benchmarks

In 2005-06, SBSi (incorporating the former Local Production branch) commissioned 367.5 hours of programs in documentary, drama, features and entertainment series. This was a significant increase on hours of programming, either commissioned or in production, in 2004-05. A total of 478 hours of SBS-commissioned programs were broadcast during the year, up from 452 hours in 2004-05. Of these, 207 hours were first run.

Highlights included the six-part drama series *RAN* (*Remote Area Nurse*), the Indigenous drama series 'Dramatically Black' comprising *Plains Empty*, *The Djarn Djarns*, *Sa Black Thing* and *Green Bush*, and a season of short multi-award winning feature films, 'Australian Fresh Drama', which included the premiere of *Jammin in the Middle*, *E. Stranded*, *Jewboy*, *The Heartbreak Tour*, and *The Glenmore Job*.

The drama series, *The Circuit*, began production in Broome in June 2006 and the police drama series, *Major Crime* was commissioned for production.

December 2005 saw the premiere of the weekly multicultural documentary series, *Here Comes the Neighbourhood* which celebrates the country's cultural diversity through the suburban experiences of many communities.

Other programs with popular appeal, particularly among younger viewers, were *Speaking in Tongues*, *Rockwiz* (Series 2), *Under the Grandstand*, *Nerds FC*, *Going Bush*, *In Siberia Tonight*, *Heat in the Kitchen*, and *Submariners*. The series *Stock Squad* was especially popular in regional areas.

Five feature films were premiered on SBS Television in 2005-06. They were: *Walking on Water*, and *You Can't Stop the Murders* and the Indigenous films *Australian Rules*, *Beneath Clouds* and *The Tracker*, A feature film commissioned by SBSi, *Ten Canoes*, had its theatrical release in Australia in June 2006 after earlier winning the Special Jury Prize at the Cannes Film Festival.

The animated short film, *The Mysterious Geographic Explorations of Jasper Morello*, was nominated for both an Academy Award and a BAFTA, and won more than 10 awards worldwide.

In addition to the 13,000 hours of unique programming produced each year by SBS Radio, an increasing number of audio podcasts, as well as regularly updated features from the multicultural affairs program *World View*, are available via the Internet. SBS Radio news also produced 25,000 news stories and 1,200 features.

During the year, *News and Current Affairs* significantly increased its presence at major international news events. SBS journalists filed on-the-spot reports from the Middle East, Southeast Asia, the United States and Europe, providing an Australian perspective to SBS audiences.

In 2005-06, Digital Media commissioned a number of ground-breaking cross-platform projects designed to create original content for SBS Online, Television and Radio. *Straight Up* was a cross-platform project undertaken by Digital Media, the Pacific Film and Television Commission (PFTC) and Indigenous media production unit *Bush TV*. The project included an Indigenous Digital Media Internship, the production of an extensive media-rich website, and six mini-documentaries on life in the Torres Strait, all of which involved young Indigenous producers.

Swapping Lives was another cross-platform project involving Digital Media, documentary maker David Goldie, the Department of Immigration and Multicultural and Indigenous Affairs, and the South Australian Film Commission. It chronicled the lives of two young women, an Australian and an Indonesian, who swapped homes, families and lifestyles for several months.

Digital Media, in conjunction with the Tasmanian Electronic Commerce Centre's (TECC) Business Development Fund, launched *Freeload*, an online platform with film, animation, music, photography and text, designed for young Australian digital media producers to exhibit and discuss their work, and to present it to other broadcast arms of SBS.

The *Freeload* platform was also used for *Football Shorts*, a series of mini-documentaries designed for SBS Television interstitials as part of a creative alliance involving SBSi/Digital Media and the Australian Film, Television and Radio School (AFTRS).

1.5

OBJECTIVE:

Increase investment in Australian content

MEASUREMENT:

Additional amount invested in Australian content

In 2005-06, the budget for Australian television content commissioned through SBSi (including internal and outsourced productions) increased by \$901,000, eight per cent more than the previous year.

Each year, SBS Radio staff produce 13,000 hours of unique programming which is available over the five signal network and is streamed over the Internet. Podcasts of major features and interviews are available on individual language program websites. During the year, SBS Radio news increased its output, providing 25,000 breaking news stories and 1,200 features.

Digital Media invested \$155,000 in three cross-platform projects: **Strait Up**, **Freeload** and **Swapping Lives** which produced original content from young Australians skilled in multi-media production. SBS Digital Media supported all significant SBS Television and Radio productions on the web through the production of original design content and technical infrastructure.

SBS Commercial Affairs through its Video and SBS Content Sales unit developed a \$500,000 'Australian Content Fund' strategy to acquire video and international distribution rights for SBSi-funded programs. The strategy, which will continue in a self-funding capacity in future years, provided significant finance for locally generated ideas. In June 2006, eight projects that incorporated funding from Commercial Affairs were under consideration by the Film Finance Corporation.

1.6

OBJECTIVE:

Increase audience awareness about SBS content, services and brand

MEASUREMENT:

Evaluation of the effectiveness of promotional campaigns, including: number of campaigns (including cross promotional campaigns); and public awareness of our brand values

A major advertising campaign for the SBS brand was launched in July 2005. Outdoor media (poster, buses, taxi backs, big screens), newspapers, magazines, radio and the web featured SBS's News and Current Affairs programs (**World News Australia**, **Dateline**, **Insight**) and sports properties (**Tour de France** and **The Ashes**). The campaign clearly contributed to audience growth across the schedule. In addition, program-specific advertising campaigns supported key new programs **Speaking in Tongues**, **RAN** (Remote Area Nurse), **Going Bush**, **Nerds FC** and **Song for the Socceroos**. These programs were the subject of major parallel publicity and promotional campaigns, in addition to a range of other programming which was similarly supported.

The 2005 Ashes cricket series and the 2006 FIFA World Cup were the focus of major cross-promotional programming. During the **Ashes**, SBS Television broadcast a variety of cricket-related programming, including documentaries such as **Save Your Legs** and feature films, including **Lagann: Once Upon a Time in India**. The SBS-produced series, **Under the Grandstand**, which celebrated all aspects of the Ashes, was broadcast throughout the series. The range of football-related programming associated with the **World Cup** included overseas purchased feature films and documentaries and the SBSi-commissioned series **Nerds FC** and **Song for the Socceroos**, as well as the documentary special **Johnny Warren's Football Mission**.

SBS Radio commemorated its 30th anniversary with the publication of *Speaking My Language: Thirty Years of SBS Radio* which told the stories of 30 Australians of diverse backgrounds who had contributed to the rich cultural, social and economic life of this country. The book has been widely distributed to stakeholders, schools and libraries. SBS Radio also initiated or maintained partnerships with 15 overseas broadcasters which provided SBS with their national language broadcasts of the World Cup.

SBS Digital Media supported all significant SBS Television and Radio productions with media-rich websites and cross-platform content delivery solutions. During the **World Cup**, The World Game website was the second most trafficked television site in Australia, according to Hitwise comparative metrics. As a comprehensive news service and the most popular football site in Australia, The World Game promotes SBS football programming to more than 250,000 people each month. During the **World Cup** this rose to one million people.

SBS Commercial Affairs held several World Cup related events for advertisers, media buyers and other industry leaders. It also initiated three research projects to seek the views of media buyers, clients and audiences about SBS programming and the corporate brand.

1.7

OBJECTIVE:

Use the potential of digital technology innovation to increase the quality and quantity of SBS content available to Australian audiences, including through:

- 1.7.1 Increase the SBS services produced and available on different platforms – TV, Radio, Online and other New Media platforms
- 1.7.2 Increase our interactive services

MEASUREMENTS:

- 1.7 Growth in content produced for digital platforms
- 1.7.1 Growth in the amount of quality multichannelling content and enhancements
- 1.7.2 Growth in interactive services

1.7 In April 2006, SBS Radio established the Digital Content Development Unit (DCDU) with responsibilities to develop multiple programming channels. The aim is to develop new and innovative radio and multimedia content to be delivered, initially online, and subsequently for migration to digital radio services in 2009. The DCDU is also developing new digital production models for SBS Radio's 68 language programs. SBS Radio continued to be a partner in two concurrent digital radio trials – the Sydney tests, run by Commercial Radio Australia, and the Melbourne tests run by Broadcast Australia.

1.7.1 During 2005-06, SBS's digital channels were used to provide enhancements for several sporting events, in particular the 2006 **FIFA World Cup**. Viewers could see match highlights and statistics as well as data elements including weather for match venues, network promos, sports headlines and World Cup group tables and results. Enhancements were also provided for the **UEFA Champions League** and, subsequently, all Australian football matches, including statistical data and a highlights loop of the match being shown live.

A new weather service, 'earthTV' was introduced on the World News Channel and five major daily satellite feeds, previously supplied to Sydney by satellite, were moved to the SBS optical fibre from London. The number of updated bulletins was increased and the delivery of several bulletins was transferred to satellite, improving the bulletins' timeliness.

1.7.2 In December 2005, SBS became the first Australian broadcaster to provide a video podcast of one its programs. The series, **John Safran Speaking in Tongues**, was made available in December and January at the same time the program was broadcast. The weekly service ranked in the top three 'most popular podcasts' on the Australian Apple iTunes website.

SBS Digital Media created a major podcasting service for both SBS audio and video content, allowing all 68 radio language groups to publish their programs automatically to a podcast website and subscription feed. This has increased the reach of SBS Radio, enabling audiences to access all language programs across three separate platforms: radio broadcast, web-based audio on-demand and podcast subscription feeds for mobile MP3 audio players. The podcasting service generated an average 60,000 audio downloads each month, in addition to the 100,000 already being accessed on the SBS Radio website.

Other services included a weekly **Movie Show** video podcast featuring reviews and entertainment news, a web-exclusive weekly video round-up for the **Nerds FC** series and a **World Game** audio service providing expert analysis of World Cup games.

SBSi-commissioned programs with a significant web presence included the web-based program **Swapping Lives**, the first major co-production between SBSi and Digital media; **Marx and Venus**, for which scripts were solicited and received online; and cross-platform projects **Risking it All** and **Is Your House Killing You?**, both commissioned in 2005-06.

The 'Storyline Australia' and the 'Inside Australia' websites featured background information from directors and producers, web chats and voting polls for every episode. The forums proved particularly popular with viewers.

1.8

OBJECTIVE:

Extend the quality and reach of SBS transmission to all Australians as quickly as possible, including to:

1.8.1 Promote greater take up of self-help services

1.8.2 Improve signal quality

MEASUREMENTS:

1.8 Rollout of new transmission areas

1.8.1 Increased take-up of self-help services

1.8.2 Technical assessment of signal quality

1.8 During the year, an additional 37 new digital television services were established, bringing to 161 the number of SBS digital television services operating nationwide. Subject to the finalisation of plans, a further 47 services will be rolled out during 2006-07. A further 46 services are still to be considered.

Seventeen new analogue television services were commissioned during the year. The remaining four analogue sites are expected to be completed during 2006-07.

A new service for SBS Radio was launched in Wollongong, the first high-power SBS Radio service for 10 years. Wollongong is the first city, outside Melbourne and Sydney, to receive SBS Radio's full two-signal service. Another service is expected to be commissioned in Canberra during 2006-07.

1.8.1 An estimated 341 self-help television transmitters are owned and operated by local communities, most in remote regions of Australia. Of these, 47 received capital contributions from SBS's self-help program. More than 267 other locations have been granted funding for self-help transmitters under the government's Black Spots (poor reception) program.

SBS Radio self-help transmitters have been rolled out to five communities and a further 18 radio self-help transmitters have been approved and are expected to be rolled out during 2006-07.

SBS modified the self-help scheme in 2003 by increasing the subsidy for radio services to 100%, and for TV to 75%. Since then, an increasing number of local governments and communities have enquired about the scheme and SBS has attended local presentations in Queensland, Victoria and Western Australia. Two publications, *Self-Help Guide* and *Self-Help Subsidy Guidelines* are available on the SBS website.

1.8.2 SBS has been working closely with key partners, Optus, Telstra and Broadcast Australia, to improve the signal quality of its services. SBS and Broadcast Australia operations teams have streamlined information flows and this has improved the response times to service outages. A revamp of on-air anomaly reporting by SBS Broadcast Operations has significantly reduced the number of faults going to air. A similar reporting scheme is now in place for radio operations.

1.9

OBJECTIVE:

Increase our understanding of Australia's cultural diversity, our audiences and the role of SBS, including through:

- 1.9.1 Analysis of census and other demographic data together with audience research generated by each Division**
- 1.9.2 Follow up research to Living Diversity to track trends in multicultural Australia**
- 1.9.3 Review our audience complaints handling processes and implement recommendations for improvement.**
- 1.9.4 Increase the cultural diversity of SBS management and staff**

MEASUREMENTS:

- 1.9.1 Research generated**
- 1.9.2 Report to SBS Board by December 2005**
- 1.9.3 Recommendations implemented by December 2004**
- 1.9.4 Change in level of diversity of management**

1.9.1 To complement the traditional five capital cities ratings data, Television began receiving daily regional ratings reports in July 2005. The division also commissioned a Newspoll survey (the latest in a long-term study) to track public opinion about SBS services and perceptions about its role. The nationwide survey included quotas for both capital cities and non-capital city areas. The survey, commissioned in June 2006, asked respondents about SBS overall (Television, Radio and Online), in contrast to previous surveys which referred to SBS Television only. The results confirmed the positive results of recent years, with opinion of SBS remaining very high. (See details 1.3)

SBS Online receives regular qualitative feed back from its online audience through its live web chats, forums, guest books and message boards. Eighty per cent of all SBS websites have highly active opinion pages that provide feedback to SBS program makers.

SBS Radio completed its third round of re-surveys of the Italian, Greek and Arabic language communities which together constitute more than a quarter of the 2.7 million Australians who live in SBS Radio's transmission areas and speak a language other than English in the home. In addition to providing listener figures, the surveys also provide demographic profiles and data on how individuals engage with their language communities and with the media, both the English language media and media in their native language.

The Strategy and Communications division conducted four focus groups in regional Victoria – Shepparton and Wangaratta – in August 2006. Qualitative data on how participants perceived SBS, and the media generally, was collected. The findings were circulated to the SBS Board, the SBS Community Advisory Committee and management.

Further research was undertaken in relation to the 'SBS Impacts' research project (also known as 'SBS and Australian Democracy: Evolution, Uses and Innovation'). Now in its third and final year, the project is a collaborative effort involving SBS, the University of New South Wales and the University of Western Sydney, and is supported by the Australian Research Council. The project is examining the impact of SBS on cultural democracy and media in Australia.

1.9.2 With the publication in March 2006 of *Connecting Diversity: Paradoxes of Multicultural Australia*, SBS completed the second phase of research into issues of personal identity and attitudes to multiculturalism and the media. The first phase of this research culminated in the 2002 publication of *Living Diversity: Australia's Multicultural Future*. *Connecting Diversity* which focused on younger audiences and the way their engagement with media and other cultural influences shape their sense of belonging and engagement with Australian public life. Eighteen focus groups were conducted in nine locations across Australia, in Sydney, Brisbane and regional Western Australia. The report has been circulated to the SBS Board, the SBS Community Advisory Committee, stakeholders and all SBS staff members, and is available via the SBS website.

1.9.3 Given the smooth transition into the new formal complaints handling process, it was decided that a review of that process at the executive level would be considered in August 2006. The revised timeframe, 18 months after the new system was instituted, will provide sufficient data to facilitate productive findings. It is envisaged that the review will examine the new formal complaints system's implementation internally, within the Corporation, and externally, among SBS's audiences.

1.9.4 The SBS Diversity Program encourages diversity within the framework of merit selection. About half of SBS employees were born overseas and more than one quarter report that they speak a language other than English at home. The SBS Board reviews staffing diversity statistics annually.

GOAL 2

TO GROW THE RESOURCES AVAILABLE FOR SBS CONTENT AND SERVICES

How will we know we have succeeded?

SBS Divisions will set annual targets for revenue growth and report on them to the Board. Increased revenue will be reported in the Annual Report. Extra revenue will be invested in SBS content and services.

2.1

OBJECTIVE:

Increase commercial and other external revenue

MEASUREMENT:

Increased revenue

In 2005-06, SBS increased its external revenue by approximately 41%. External revenue represented 22% of the Corporation's revenue in 2005-06.

Excluding revenue from World Cup television advertising, SBS Commercial Affairs increased its revenue in 2005-06 by almost 29% over the previous year. If World Cup revenue is included, the total advertising revenue is almost 75% greater than in 2004-05. SBS provided exclusive coverage of the World Cup, but production costs and broadcast rights resulted in a net cost to the Corporation.

While television advertising accounted for 95% of total commercial revenue, all six departments of Commercial Affairs increased their net revenue, compared with the previous year.

2.2

OBJECTIVE:

Use industry partnerships to leverage SBS resources, including through innovative partnership models

MEASUREMENT:

Number of industry partnerships which deliver increased revenue or in-kind resources, and increase in SBS output (content and services) resulting from industry partnerships

SBS Independent maintained its funding and creative alliances with Federal and State film and television bodies, facilitating a diverse and productive range of program opportunities for independent Australian filmmakers. In 2005-06, SBSi established new partnerships with a number of overseas companies, distributors and broadcasters, including National Geographic Television (Super Flu: Race Against a Killer); Independent Television Service, US (First Australian Nations); and High Point, UK (Kick).

In 2005-06, SBSi commissioned 58 projects with the following agencies: Film Finance Corporation Australia; Australian Film Commission; Film Australia; Film Victoria; the NSW Film and Television Office; the Pacific Film and Television Corporation, Queensland; ScreenWest, Western Australian; and the South Australian Film Commission.

SBS Digital Media entered into a number of cross-platform partnerships with film, television and online funding bodies, including The Pacific Film and Television Commission, the Tasmanian Electronic Commerce Commission, the Australian Film and Television School and the South Australian Film Commission. These partnerships leveraged SBS's in-kind resources for cash investment in the training of young multi-media producers from a number of States and the production of interstitials, media-rich websites and cross platform digital content.

SBS Technology and Distribution continued to develop its innovative and productive partnership with Broadcast Australia, SBS's major transmission services provider. Under this arrangement, the streamlined rollout approvals process was updated during the year. For SBS, this has resulted in the better utilization of staff. The partnership with Broadcast Australia also resulted in the provision of a new SBS Radio transmission service in Wollongong at no cost to SBS. Broadcast Australia is finalising a second no-cost solution for a radio transmission service in Canberra, due to be commissioned in 2006-07.

These strategic partnerships have been extended with other leading-edge technology companies that are involved in the corporation's capital works projects. SBS has agreements in place which enable it to draw on the expertise of international technology companies beyond the basic purchaser/supplier relationship and to use this expertise in its own research and development.

SBS Commercial Affairs partnerships are focused on revenue-generating projects. In 2005-06, SBS and Sony BMG collaborated to develop a digital, downloadable catalogue of songs from all countries competing in the World Cup. Sony BMG worked with Apple to develop the technology and content mix, and SBS provided the cross-media promotional platform. Since 1999, SBS has enjoyed a strong partnership with Dymocks for the sale of SBS merchandise and, in 2005-06, established a similar partnership with JB Hi-Fi.

Other partnerships include: SBS Radio's participation in digital radio trials in Sydney, with Commercial Radio Australia, and in Melbourne with Broadcast Australia; and SBS Television's reciprocal partnerships with Australian and international broadcasters which allow both parties shared access to news footage.

2.3

OBJECTIVE:

Maintain and increase government funding support

MEASUREMENT: Increased funding

Base funding by the Government for SBS's ongoing activities increased to \$87.6m. This increase was the result of the application of the relevant cost increase index. Funding was also increased by a further \$7.7m to cover the costs of the digital television transmission rollout.

A "lapsing program" review was conducted into SBS by the Department of Finance and Administration and the Department of Communications, Information Technology and the Arts and the result was an extension of the triennial funding arrangement.

Although base funding was maintained, SBS was disappointed with the Triennial Funding outcome which resulted in SBS total funding being reduced by \$3m after adjusting for digital transmission and distribution funding.

SBS had identified funding needs in areas such as sports rights, SBS Independent, multichannelling, digital radio and marketing which totalled up to \$60m per annum by the close of the triennium. None of these needs was met. Consideration of the most significant requirement for multichannelling resources (\$25.6m p.a.) was postponed until the Government's digital plans are finalized.

2.4

OBJECTIVE:

Increase the proportion of total organisational resources devoted to content and services through: efficiencies in administration and production, internal partnerships and budget management

MEASUREMENTS:

Increased percentage of budget directed to content and services; industry benchmarks to be identified and reported against annually; and cost savings or other efficiencies generated by internal partnerships

SBS continued to pursue operational efficiencies and throughout the year monitored the amount of funds spent on administrative overheads. In 2005-06, the percentage of the total budget spent on these items (10.07%) continued to decline (11.09% in 2004-05, 13% in 2003-04 and 16% in 2000-01). SBS's average cost per hour of television – about \$22,000 – is by far the lowest of all the free-to-air networks. If the additional unique hours broadcast on our multichannels are included, the average cost per hour is even lower – about \$8,357. SBS's average cost per radio hour broadcast is \$2,783.

From July 2005, financial management for Television was re-modelled through the conversion of budgets from cash to accrual, with amortization of program content the key reform. In order to improve efficiencies, all facilities and personnel dedicated to the production of news and current affairs programs were incorporated into News and Current Affairs and, for the first time, content creation departments were charged for services provided by Television Operations.

News and Current Affairs began trials of the delivery of stories from overseas correspondents using a laptop computer and a satellite phone. The technology is speedy and cost-efficient for roving correspondents in remote localities.

SBS Radio reviewed its staffing procedures for the back-filling of staff due to absences and implemented a new system which resulted in significant cost savings, much of which was reinvested in programming for younger audiences.

SBS's Technology and Distribution division was restructured in April 2006 and merged with Television and Radio Operations. Several areas of duplication were eliminated and greater efficiencies achieved following some staff redundancies. During the year, the division successfully renegotiated the Corporation's Internet connection, resulting in a 20% annual cost saving, and signed a new three-year contract for SBS's laptop and PC inventory which resulted in a 7.5% cost saving.

2.5

OBJECTIVE:

Increase the use of our external relationships as assets for the benefit of the whole organisation

MEASUREMENT:

Financial, operational and public benefits realised

The SBS / Broadcast Australia partnership proved to be of great value during the year with the relationship extending across a number of industry and corporate issues. These included matters of digital take up by consumers, media reform and new broadcast platforms for mobile television and digital radio.

Of particular significance was Broadcast Australia's assistance in securing SBS Radio's new transmission service in Wollongong at no cost to SBS and its commitment to launch another radio transmission service in Canberra in 2006-07, again at no cost to SBS. The partnership has opened up other opportunities for joint research and development projects, including digital radio trials in Canberra, participation in Digital Video Broadcast/Handheld trials and Multimedia Home Platform co-development opportunities. Similarly, SBS's strategic partnerships with other leading-edge technology companies have helped improve the corporation's technology infrastructure.

In submissions to government, Federal and State, SBS responded to various government inquiries concerning broadcast and media issues. It also actively participated in a variety of industry and other forums which covered technical, production, creative and social issues. SBS continues to be actively involved in the Women in Television project which provides networking opportunities for women across the television industry.

SBS's Community Relations Executive maintained strong ties with key stakeholders, particularly the peak bodies of the nation's ethnic and cultural communities – the Federation of Ethnic Communities' Councils of Australia (FECCA), the Council for Multicultural Australia, and the Australian Multicultural Foundation. Under the SBS / FECCA Student Journalism Award, the successful candidate received a six weeks' traineeship at SBS.

On a number of fronts, SBS Radio extended its relationship with external bodies and the general public. It continued its relationship with Centrelink, providing program material for Centrelink's website, and supplied bulletins to the Easynews English learning project of the Adult Multicultural Education Services organisation in Victoria. Language programming was also provided to the Homereach service which caters to housebound people and their carers.

SBS Radio organised two public forums, one on 'Multiculturalism in a Time of Global Terrorism' at Parramatta and the other, in Melbourne, discussed the impact of sport on multiculturalism. It was also a sponsor of the annual awards of the Human Rights and Equal Opportunity Commission and Harmony Day.

GOAL 3

TO INCREASE OUR CAPACITY TO PERFORM AS AN AGILE AND CREATIVE ORGANISATION

How will we know we have succeeded?

We will achieve local and international industry benchmarks for organisational practice and audience and peer recognition of SBS's creative success.

3.1

OBJECTIVE:

Implement industry best practice for staffing practices appropriate to a flexible, creative, risk taking organisation

MEASUREMENTS:

Performance against industry benchmarks identified annually to the Board; external recognition of SBS creativity and innovation

The SBS Certified Agreement 2005 was certified in November 2005 and will remain in place for three years. The new Agreement reflects SBS's business needs and allows flexible employment practices. Radio and Television representatives were involved in the negotiations with the unions.

SBS has common employment conditions and human relations policies across the Corporation to ensure a consistent approach. The SBS Board reviews employment data regularly. The Performance Management Program (PMP) was amended in the new Certified Agreement, reflecting the experience of the previous three years. PMP outcomes are monitored and reports provided. The PMP has proved to be effective in bringing about improved performance.

Following Television's merger of SBS Local Production with SBS Independent, Television progressively outsourced in-house production (excluding news, current affairs and sport). This makes better use of Australia's creative resources and leads to greater film-making and story-telling diversity.

New software to improve the efficiency of subtitling from LOTE into English came on line in late 2005.

As well as providing live coverage of the 2006 FIFA World Cup to Australian audiences, the SBS World Cup coverage was broadcast to countries in the Pacific under an agreement with FIFA.

In 2005-06, SBS-produced or commissioned programs won 82 national and international awards, including 13 Australian Film Institute awards and seven IF awards. News and Current Affairs programs won a further 10 awards.

SBS Radio extended its range of training courses during the year, providing instructions on talkback radio, podcasting, outside broadcasts, complaints handling and use of the new Klotz audio mixing system. Following the Cronulla riots, broadcasters were able to attend a lecture on Islam by a community researcher.

SBS Digital Media won a number of awards for innovation, creativity and audience interaction. In February, the *Swapping Lives* website, which was supported by the Department of Immigration and Multicultural and Indigenous Affairs, won a prestigious Australian Interactive Multimedia Industry Association (AIMIA) award for 'Best Cultural and Lifestyle Website'.

Digital Media also received a silver Promax Award for 'Best Website Design' for the cross-platform My Space project, produced in conjunction with the South Australian Film Commission. The World Game website, the most popular soccer website in Australia, received the 2006 Hitwise Award for 'Best Soccer Site'.

3.2

OBJECTIVE:

Treat information and relationships of particular work areas as a corporate asset by improving internal communications and knowledge sharing

MEASUREMENT:

Number of new strategic initiatives across the organisation

The SBS Intranet contains division and corporate information, including submissions to Federal Government inquiries and other information requiring corporate-wide circulation and feedback. Other information is distributed via an all staff email from the office of the Managing Director and archived on the Intranet. All staff and several hundred stakeholders, including the SBS Community Advisory Committee and peak ethnic and community organisations, are regular recipients of an emailed newsletter, *SBS Review*. A comprehensive corporate site on the SBS website contains detailed corporate information, speeches, media releases, submissions to government and other information.

Following its restructure and expansion, SBS News and Current Affairs now incorporates the news operations of Television, Radio and Online. This allows for greater coordination of resources and personnel, and faster and easier transfer of audio and script material.

SBS Technology and Distribution has introduced a system of knowledge-sharing within its Television Engineering department. Technical Support Guidelines, or 'Tech Notes', are routinely shared among staff on rotation shifts to ensure continuity of operations. Technical and operations manuals are also written for major events such as the FIFA World Cup.

SBS Radio program makers worked in close partnership with their Television colleagues, especially during the World Cup, in order to coordinate and share coverage. Similar cooperation occurred with SBS Digital Media during the revamp of Radio's web pages. The Radio Resource Centres in Sydney and Melbourne continued to provide corporate-wide access to its audio, video and text resources.

The Strategy and Communications division circulated to all staff the findings of the research report, *Connecting Diversity: Paradoxes of Multicultural Australia* and provided follow-up workshops to discuss the findings and their possible application to SBS. The division also initiated an audience information sharing network to coordinate the use of audience information collected by SBS. This assists SBS in meeting its legislative and corporate obligations.

3.3

OBJECTIVE:

Enhance SBS's resilience by reviewing our business continuity plan and implementing an improved plan

MEASUREMENT:

Business Continuity Plan implemented and updated annually in response to identified risks

A comprehensive review of SBS's Business Continuity Plan was completed during the year. Refinements to the plan are being undertaken to ensure the best possible controls are in force, particularly in areas critical to business operations. Testing of the new plan will commence once the refinements are complete. The Risk Management Plan is regularly reviewed and reported on (most recently in April 2006). SBS risk management processes received an overall performance rating of 'Advanced' in the annual 'Comcover Risk management Benchmarking Survey'.

08



Financial Statements

INDEPENDENT AUDIT REPORT



To the Minister for Communications, Information Technology and the Arts

SCOPE

The financial statements and Directors' responsibility

The financial statements comprise:

- Statement by Directors;
- Income Statement, Balance Sheet and Statement of Cash Flows;
- Statement of Changes in Equity;
- Schedules of Commitments and Contingencies; and
- Notes to and forming part of the Financial Statements

for both the Special Broadcasting Service Corporation (the Corporation) and the consolidated entity for the year ended 30 June 2006. The consolidated entity comprises both the Corporation and the entity it controlled during that year.

The members of the Board are responsible for preparing the financial statements that give a true and fair view of the financial position and performance of the Corporation and the consolidated entity, and that comply with Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, Accounting Standards and other mandatory financial reporting requirements in Australia. The members of the Board are also responsible for the maintenance of adequate accounting records and internal controls that are designed to prevent and detect fraud and error, and for the accounting policies and accounting estimates inherent in the financial statements.

AUDIT APPROACH

I have conducted an independent audit of the financial statements in order to express an opinion on them to you.

My audit has been conducted in accordance with the Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing and Assurance Standards, in order to provide reasonable assurance as to whether the financial statements are free of material misstatement. The nature of an audit is influenced by factors such as the use of professional judgment, selective testing, the inherent limitations of internal control, and the availability of persuasive, rather than conclusive, evidence. Therefore, an audit cannot guarantee that all material misstatements have been detected.

While the effectiveness of management's internal controls over financial reporting was considered when determining the nature and extent of audit procedures, the audit was not designed to provide assurance on internal controls.

I have performed procedures to assess whether in all material respects the financial statements present fairly, in accordance with Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, Accounting Standards and other mandatory financial reporting requirements in Australia, a view which is consistent with my understanding of the Corporation's and the consolidated entity's financial position, and of their financial performance and cash flows.

The audit opinion is formed on the basis of these procedures, which included:

- examining, on a test basis, information to provide evidence supporting the amounts and disclosures in the financial statements; and
- assessing the appropriateness of the accounting policies and disclosures used, and the reasonableness of significant accounting estimates made by the Board.

INDEPENDENCE

In conducting the audit, I have followed the independence requirements of the Australian National Audit Office, which incorporate the ethical requirements of the Australian accounting profession.

AUDIT OPINION

In my opinion, the financial statements of the Special Broadcasting Service Corporation and the consolidated entity:

- [a] have been prepared in accordance with Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*; and
- [b] give a true and fair view of the Special Broadcasting Service Corporation's and the consolidated entity's financial position as at 30 June 2006 and of their performance for the year then ended, in accordance with:
 - (i) the matters required by the Finance Minister's Orders; and
 - (ii) applicable Accounting Standards and other mandatory financial reporting requirements in Australia.

Australian National Audit Office



P Hinchey
Senior Director
Delegate of the Auditor-General

Sydney
17 August 2006

STATEMENT BY DIRECTORS

In our opinion, the attached financial statements for the year ended 30 June 2006 are based on properly maintained financial records and give a true and fair view of the matters required by the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*.

In our opinion, at the date of this statement, there are reasonable grounds to believe that the Corporation will be able to pay its debts as and when they become due and payable.

This Statement is made in accordance with a resolution of the directors.



Carla Zampatti
Chairman

17 August 2006



Shaun Brown
Managing Director

17 August 2006



Jonathan Torpy
Chief Financial Officer

17 August 2006

INCOME STATEMENT

for the year ended 30 June 2006

	Notes	2006 \$'000	2005 \$'000	Consolidated 2006 \$'000	Corporation 2005 \$'000
INCOME					
Revenue					
Revenues from Government	5(a)	176,472	162,394	176,472	162,394
Goods and services	5(b)	54,225	36,661	54,225	36,661
Interest	5(c)	1,932	1,498	1,927	1,491
Dividends	8(d)(xii)	-	280	-	-
Rents		852	810	852	810
Royalties		1,256	963	1,256	963
Other revenues	5(d)	7,029	6,040	7,029	6,040
Total revenue		241,766	208,646	241,761	208,359
Gains					
Reversals of previous asset write-downs	5(e)	16	-	16	-
Net foreign exchange gains (non-speculative)	1(t), 15(c)	-	15	-	15
Total gains		16	15	16	15
TOTAL INCOME		241,782	208,661	241,777	208,374
EXPENSES					
Employees	6(a)	67,326	64,117	67,326	64,117
Suppliers	6(d)	162,198	132,012	162,192	132,006
Depreciation and amortisation	6(e)	10,092	10,350	10,092	10,350
Finance costs	6(f)	1,191	1,315	1,191	1,315
Write-down and impairment of assets	6(g)	142	370	142	370
Net foreign exchange losses (non-speculative)		16	-	16	-
Net losses from sale of assets	7	-	134	-	134
TOTAL EXPENSES		240,965	208,298	240,959	208,292
<i>Share of net profits/(losses) of associates and joint ventures accounted for using the equity method</i>					
	8(d)(xii)	65	5	-	-
Operating result before income tax		882	368	818	82
Income tax expense	1(r), 10(c)	-	-	-	-
OPERATING RESULT	4	882	368	818	82

BALANCE SHEET

as at 30 June 2006

	Notes	2006 \$'000	2005 \$'000	Consolidated	Corporation
ASSETS					
Financial assets					
Cash and cash equivalents					
Cash and cash equivalents	8(a)	3,755	4,555	3,730	4,447
Receivables	8(b)	18,529	10,843	19,728	12,043
Investments accounted for using the equity method	8(d)(xii)	3,085	3,020	-	-
Investments under s18 of the CAC Act	8(c)	64,460	66,393	64,460	66,392
Other investments	8(d)	81	-	-	-
Total financial assets		89,910	84,811	87,918	82,882
Non-financial assets					
Land and buildings	9(a),(d)	59,405	60,720	59,405	60,720
Plant and equipment	9(b),(d)	15,314	20,451	15,314	20,451
Intangibles	9(c)	2,379	2,089	2,379	2,089
Inventories	9(e)	43,216	35,219	43,216	35,219
Other non-financial assets	9(f)	16,574	13,467	16,574	13,467
Total non-financial assets		136,888	131,946	136,888	131,946
TOTAL ASSETS		226,798	216,757	224,806	214,828
LIABILITIES					
Payables					
Suppliers	10(a)	14,691	10,442	14,687	10,437
Other payables	10(b)	47,809	48,838	47,809	48,838
Total payables		62,500	59,280	62,496	59,275
Interest bearing liabilities					
Loans	11(a)	16,075	18,237	16,075	18,237
Total interest bearing liabilities		16,075	18,237	16,075	18,237
Provisions					
Employee provisions	12(a)	16,871	14,587	16,871	14,587
Other provisions	12(b)	2,062	1,949	2,062	1,949
Total provisions		18,933	16,536	18,933	16,536
TOTAL LIABILITIES		97,508	94,053	97,504	94,048
NET ASSETS		129,290	122,704	127,302	120,780
EQUITY					
Contributed equity		73,739	67,889	73,739	67,889
Reserves		27,662	27,662	27,662	27,662
Retained surpluses		27,889	27,153	25,901	25,229
TOTAL EQUITY		129,290	122,704	127,302	120,780
Current assets		102,176	79,685	102,150	79,576
Non-current assets		124,622	137,072	122,656	135,252
Current liabilities		45,355	34,441	45,351	34,436
Non-current liabilities		52,153	59,612	52,153	59,612

THE ABOVE STATEMENT SHOULD BE READ IN CONJUNCTION WITH THE ACCOMPANYING NOTES

STATEMENT OF CASH FLOWS

for the year ended 30 June 2006

	Notes	Consolidated		Corporation		
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	
OPERATING ACTIVITIES						
Cash received						
Goods and services		51,919	41,884	51,919	41,930	
Appropriations	1(g),5(a)	180,481	164,354	180,481	164,354	
Interest		4,450	3,966	4,446	3,959	
Dividends	8(d)(xii)	-	280	-	-	
Net GST received from ATO		7,872	8,959	7,868	8,954	
Income tax received from ATO		-	5	-	-	
Total cash received		244,722	219,448	244,714	219,197	
Cash used						
Employees		(65,042)	(66,445)	(65,042)	(66,445)	
Suppliers		(178,810)	(146,368)	(178,799)	(146,362)	
Finance costs		(1,078)	(1,203)	(1,078)	(1,203)	
Other – return of appropriation		(1,960)	-	(1,960)	-	
Total cash used		(246,890)	(214,016)	(246,879)	(214,010)	
Net cash from (used by) operating activities	13	(2,168)	5,432	(2,165)	5,187	
INVESTING ACTIVITIES						
Cash received						
Proceeds from sales of property, plant and equipment		8	2	8	2	
Proceeds from loans		-	-	-	300	
Investments under s18 CAC Act		20,456	38,679	20,456	38,679	
Total cash received		20,464	38,681	20,464	38,981	
Cash used						
Purchase of property, plant and equipment	9(d)	(4,064)	(3,043)	(4,064)	(3,043)	
Investments under s18 CAC Act	8(c)	(18,574)	(41,359)	(18,494)	(41,359)	
Total cash used		(22,638)	(44,402)	(22,558)	(44,402)	
Net cash used by investing activities		(2,174)	(5,721)	(2,094)	(5,421)	
FINANCING ACTIVITIES						
Cash received						
Appropriations – contributed equity		5,850	5,620	5,850	5,620	
Total cash received		5,850	5,620	5,850	5,620	
Cash used						
Repayments of debt	11(a)	(2,162)	(2,037)	(2,162)	(2,037)	
Other – Return of Contributed Equity (Capital)		(146)	(4,210)	(146)	(4,210)	
Total cash used		(2,308)	(6,247)	(2,308)	(6,247)	
Net cash from (used by) financing activities		3,542	(627)	3,542	(627)	
Net increase (decrease) in cash held		(800)	(916)	(717)	(861)	
Cash at the beginning of the reporting period		4,555	5,471	4,447	5,308	
Cash at the end of the reporting period	8(a)	3,755	4,555	3,730	4,447	

STATEMENT OF CHANGES IN EQUITY

for the year ended 30 June 2006

(Consolidated)	Accumulated results		Asset revaluation reserve		Contributed Equity/Capital		TOTAL EQUITY	
	2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000
Opening Balance	27,153	30,995	27,662	27,662	67,889	62,269	122,704	120,926
Income and Expense								
Revaluation adjustment			-	-			-	-
Sub-total income and expenses recognised directly in equity	-	-	-	-	-	-	-	-
Net Operating Result	882	368					882	368
Total income and expenses (all attributable to the Australian Government)	882	368	-	-	-	-	882	368
Transactions with owners								
<i>Distributions to owners:</i>								
Returns of Capital (see note below)	(146)	(4,210)					(146)	(4,210)
<i>Contributions by owners:</i>								
Appropriations (equity injection)					5,850	5,620	5,850	5,620
Sub-total transactions with owners	(146)	(4,210)			5,850	5,620	5,704	1,410
Closing balance at 30 June	27,889	27,153	27,662	27,662	73,739	67,889	129,290	122,704
Less: minority interests	-	-	-	-	-	-	-	-
Closing balance attributable to the Australian Government	27,889	27,153	27,662	27,662	73,739	67,889	129,290	122,704

In 2006 an amount of \$0.146m (2005: \$4.210m) was returned to the Consolidated Revenue Fund (and charged to equity) in line with Government policy to fund only the amounts required for the conversion to digital transmission. These amounts relate to unspent appropriations received in prior financial years. An additional amount of \$4.009m (2005: \$1.960m) was provided for (as unearned appropriation revenue) for the repayment of unspent digital funds from appropriations received in the current year – see note 5(a).

SCHEDULE OF COMMITMENTS

as at 30 June 2006

	Notes	Consolidated		Corporation		
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	
BY TYPE						
<i>Capital commitments</i>						
Land and Buildings		91	28	91	28	
Plant and equipment		1,014	1,252	1,014	1,252	
Total capital commitments		1,105	1,280	1,105	1,280	
<i>Other commitments</i>						
Transmission facilities	(i)	710,939	642,150	710,939	642,150	
Operating leases	(ii)	18,066	15,735	18,009	15,679	
Other commitments	(iii)	52,283	39,765	52,283	39,765	
Total other commitments		781,288	697,650	781,231	697,594	
<i>Commitments receivable</i>						
Transmission facilities	(i)	492,294	449,644	492,294	449,644	
Operating leases		1,124	1,983	1,124	1,983	
Advertising and sponsorship		7,553	7,920	7,553	7,920	
Services to related corporations		50	11	50	11	
Other commitments	(iii)	67,207	61,384	67,202	61,379	
Total commitments receivable		568,228	520,942	568,223	520,937	
Net commitments by Type		214,165	177,988	214,113	177,937	
BY MATURITY						
<i>Capital Commitments</i>						
One year or less		1,105	1,280	1,105	1,280	
From one to five years		-	-	-	-	
Over five years		-	-	-	-	
Total capital commitments		1,105	1,280	1,105	1,280	
<i>Operating lease commitments</i>						
One year or less		2,288	2,440	2,250	2,401	
From one to five years		11,831	6,448	11,812	6,431	
Over five years		3,947	6,847	3,947	6,847	
Total operating lease commitments		18,066	15,735	18,009	15,679	
<i>Other commitments</i>						
One year or less		105,734	96,881	105,734	96,881	
From one to five years		344,789	262,415	344,789	262,415	
Over five years		312,699	322,619	312,699	322,619	
Total other commitments		763,222	681,915	763,222	681,915	
Total commitments receivable		568,228	520,942	568,223	520,937	
Net commitments by Maturity		214,165	177,988	214,113	177,937	

NB: Commitments are GST inclusive where relevant.

(i) Transmission facilities commitments include future expenditure and amounts receivable for digital transmission services.

(ii) **Nature of lease** **General description of leasing arrangement:**
- Leases for office accommodation: Lease payments are subject to annual increases in line with the Consumer Price Index or Market Value. The leases are renewable.
- Leases of computer equipment: The leases for computer equipment are for a period of three or four years. Options to extend leased terms are available at discounted prices.
- Leases of motor vehicles: No contingent rentals exist, and no renewal or purchase options are available.

(iii) As at 30 June 2006, "other commitments" comprises amounts in respect of program, production, operational costs, and net GST recoverable from the taxation authority, which relate to these commitments.

SCHEDULE OF CONTINGENCIES

as at 30 June 2006

(Corporation and Consolidated entity)	Notes	Guarantees		Claims for damages / costs		Indemnities		TOTAL	
		2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000
CONTINGENT LIABILITIES									
Balance from previous period		-	-	423	27	-	-	423	27
New		-	-	95	423	-	-	95	423
Re-measurement		-	-	-	-	-	-	-	-
Liabilities crystallised		-	-	-	-	-	-	-	-
Obligations expired		-	-	(423)	(27)	-	-	(423)	(27)
Total Contingent Liabilities	[iv]	-	-	95	423	-	-	95	423
CONTINGENT ASSETS									
Balance from previous period		-	-	-	-	-	-	-	-
New		-	-	-	-	-	-	-	-
Re-measurement		-	-	-	-	-	-	-	-
Assets crystallised		-	-	-	-	-	-	-	-
Expired		-	-	-	-	-	-	-	-
Total Contingent Assets	[iv]	-	-	-	-	-	-	-	-
Net Contingent Liabilities		-	-	95	423	-	-	95	423

(iv) Details of contingent liabilities and assets, including those not disclosed above because they cannot be quantified or are considered remote, are shown in Note 16: Contingent liabilities and assets.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

for the year ended 30 June 2006

NOTE DESCRIPTION

1. *Summary of significant accounting policies*
2. *The impact of the transition to AElFRS from previous AGAAP*
3. *Economic dependency*
4. *Operating result*
5. **Income**
 - 5(a) Revenues from Government
 - 5(b) Goods and services
 - 5(c) Interest
 - 5(d) Other revenues
 - 5(e) Reversals of previous asset write-downs
6. **Operating expenses**
 - 6(a) Employee expenses and average staffing level
 - 6(b) Executive remuneration
 - 6(c) Remuneration of directors and related party disclosures
 - 6(d) Suppliers
 - 6(e) Depreciation and amortisation
 - 6(f) Finance costs
 - 6(g) Write-down and impairment of assets
7. **Net losses from sale of assets**
8. **Financial assets**
 - 8(a) Cash and cash equivalents
 - 8(b) Receivables
 - 8(c) Investments under s18 of the CAC Act
 - 8(d) Other investments
9. **Non-financial assets**
 - 9(a) Land and buildings
 - 9(b) Plant and equipment
 - 9(c) Intangible assets
 - 9(d) Analysis of property, plant and equipment
 - 9(e) Inventories
 - 9(f) Other non-financial assets
10. **Payables**
 - 10(a) Suppliers
 - 10(b) Other payables
 - 10(c) Current tax payable
11. **Interest bearing liabilities**
 - 11(a) Loans
12. **Provisions**
 - 12(a) Employee provisions
 - 12(b) Other provisions
13. **Cash flow reconciliation**
14. **Reporting of outcomes**
15. **Financial instruments**
 - 15(a) Terms, conditions and accounting policies
 - 15(b) Interest rate risk
 - 15(c) Foreign currency risk
 - 15(d) Credit risk
 - 15(e) Fair values of financial assets and liabilities
16. **Contingent liabilities and assets**
17. **Appropriations**

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

(a) Basis of Preparation of the Financial Statements

The financial statements are required by clause 1(b) of Schedule 1 to the *Commonwealth Authorities and Companies Act 1997* and are a general purpose financial report.

The statements have been prepared in accordance with the Finance Minister's Orders (being the *Commonwealth Authorities and Companies Orders (Financial Statements for reporting periods ending on or after 1 July 2005)*). The financial statements have been prepared in accordance with Australian Accounting Standards issued by the Australian Accounting Standards Board (AASB), and interpretations issued by AASB and UIG that apply for the reporting period.

This is the first financial report to be prepared under Australian Equivalents to International Financial Reporting Standards (AEIFRS). The impacts of adopting AEIFRS are disclosed in Note 2.

The Income Statement, Balance Sheet and Statement of Changes in Equity have been prepared on an accrual basis, and are in accordance with historical cost convention, except for certain assets which, as noted, are at valuation (see note 9).

(b) Significant Accounting Judgements and Estimates

An amount of \$4.009m was estimated as the amount to be returned to the Consolidated Revenue Fund in line with Government policy to fund only the amounts required for the conversion to digital transmission – see note 10(b)(xiv).

No accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to carrying amounts of assets and liabilities within the next period.

(c) Statement of Compliance

The financial report complies with Australian Accounting Standards, which include Australian Equivalents to International Financial Reporting Standards (AEIFRS).

Accounting policies are selected and applied in a manner which ensures that the resulting financial information satisfies the concepts of relevance and reliability, thereby ensuring that the substance of the underlying transactions or other events is reported. Significant accounting policies adopted in the preparation and presentation of the financial report are identified in this note.

The accounting policies used in the preparation of these financial statements are consistent with those used in 2004-05, except where changes in accounting policy are identified in this note under their appropriate headings.

The AASB has issued amendments to existing standards, which are not effective at reporting date. The Corporation intends to adopt all standards upon their application dates. As at reporting date, there is no expected impact on application of these amendments.

(d) Principles of consolidation

The consolidated financial statements are those of the economic entity comprising the Special Broadcasting Service Corporation (the parent entity) and Multilingual Subscriber Television Ltd (MST Ltd). The effect of all transactions between the entities in the economic entity and inter-entity balances are eliminated in full.

(e) Equity accounting of associated companies

The principles of equity accounting have been applied in respect of associated companies. Associated companies are those companies over which the economic entity exercises significant influence but not control.

Using the equity method, the Corporation has recognised through its controlled entity, MST Ltd, the share of profit/(loss) of its associate, PAN TV Ltd, as revenue/(expense) in its Income Statement, and its share of movement in reserves in consolidated reserves. Equity information is disclosed in note 8(d). MST Ltd's investment in the associated entity, Pan TV Ltd is accounted for in accordance with AASB 128 "Investments in Associates".

(f) Reporting by outcomes

The results by outcome specified in the Appropriation Acts relevant to the Corporation are presented in note 14.

(g) Appropriations

Under the accruals framework, Parliament appropriates moneys to the Corporation as revenue appropriations, as loan appropriations and as equity injections.

Revenue appropriations – Output Appropriations

Revenues from Government are revenues of the core operating activities of the Corporation. The full amount of the appropriation for departmental outputs for the year is recognised as revenue, except for amounts returned or payable to the Consolidated Revenue Fund in accordance with Finance Minister's Orders. In 2006, in line with Government policy to fund only amounts required for the conversion to digital transmission, an amount of \$4.009m (2005:\$1.960m) was recognised as unearned appropriation – see note 10(b)(xiv).

Non-revenue appropriations – Equity Injections and Loans

Amounts appropriated as equity injections are recognised as increases in "Contributed Equity". All equity appropriations have been fully drawn down. Loan appropriations are recognised as increases in borrowings, when the appropriation is drawn down. In 2003, the Corporation was appropriated \$24m of loan funding to refinance the balance of an existing loan – see note 11(a).

(h) Resources received free of charge

Services received free of charge are recognised as revenues where their fair value can be reliably measured. Use of the resources is recognised as an expense. In 2006 no resources were provided free of charge.

(i) Other revenue

All revenues from the sales of goods and services relate to the core operating activities of the Corporation and the economic entity.

All other operating revenues arise from non-core operating activities, except funds received for analogue extensions which are also included in other operating revenue – see note 1(j).

Revenue from the sale of goods and services is recognised when the economic entity has passed control of the goods to the buyer.

Revenue from the rendering of a service is recognised by reference to the stage of completion of the contract or other agreement.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the disposal of non-current assets is recognised when control of the asset has passed to the buyer.

(j) Other payables

Prepayments received, which affect more than one financial period are matched with the related costs and recognised in the period to which they relate.

In 2000, the Corporation received \$70 million from the TV Fund and \$3.4 million (from government appropriation) to provide analogue extensions to regional Australia over the next twelve years. In 2005, the Corporation received a further \$4.606 million to extend analogue services to regions with a population of 3,000 to 5,000, and also received \$0.125 million under the Commonwealth's Television Black Spots – Alternative Technical Solutions Program. The amounts received, including interest accrued on these amounts, are recognised as revenue when related expenditure is incurred. Refer to notes 5(d), 6(d) and 8(c)(x).

(k) Employee benefits

(i) Provision for long service leave

The provision for long service leave is measured at the present value of estimated future cash flows to be made in respect of all employees at 30 June 2006. In determining the present value of the liability, attrition rates and pay increases have been taken into account. The amount expected to be payable within twelve months is shown as a current liability, and the balance as a non-current liability.

(ii) Provision for annual leave

Provision is made for the value of benefits accrued as at reporting date and includes the annual leave bonus component payable in accordance with the SBS Award. The amounts expected to be payable within twelve months is shown as a current liability, and measured at their nominal amounts. The nominal amount is

calculated having regards to the rates expected to be paid on settlement of the liability. No annual leave benefit has been assessed as payable after twelve months.

(iii) Provision for separation and redundancy

Provision is made for separation and redundancy payments to employees identified at the reporting date, which can be reliably measured. The Corporation has formally identified the terminations and informed those employees affected that it will carry out the terminations. The provision does not include long service leave or annual leave paid on termination. These are included in the respective provisions.

(iv) Sick leave

No provision is made for sick leave in the financial statements as sick leave taken by employees is expected to be less than future benefits. This assessment is made for all employees on a group basis.

(v) Provision for superannuation on accrued annual and long service leave

Provision is made for recognition of employer (including CSS, PSS and PSSap) superannuation contributions payable in respect of accrued leave liabilities. The provision is calculated using a percentage of employer superannuation contributions on accrued leave estimated to be taken during the employees' period of service, and is applied to accrued leave liabilities – refer to note 1(l) below.

(l) Superannuation

- (i) Employees of the Corporation contribute directly to either (a) the Commonwealth Superannuation Scheme (CSS), (b) the Public Sector Superannuation Scheme (PSS), or (c) from 1 July 2005 new employees may elect to contribute to the Public Sector Superannuation Accumulation Plan (PSSap), by way of fortnightly salary deductions.
- (ii) Employees of the Corporation are employed under Section 54 of the *Special Broadcasting Service Act 1991*. In 2006 the Corporation was required to contribute the employer component of the Superannuation Schemes. Employer contribution rates were 22.8% of salary (CSS), 10.1% of salary (PSS), and 15.4% for the Public Sector Superannuation Accumulation Plan (PSSap). These will change to 21.2% (CSS) and 10.3% (PSS) from 1 July 2006. The contribution rate will remain at 15.4% for the PSSap.
- (iii) The Corporation also contributes superannuation in respect of contract staff engaged under Section 44 of the *Special Broadcasting Service Act 1991*, in accordance with the superannuation guarantee legislation. The contributions are included in the cost of contract – see note 6(d).

(m) Cash

Cash means notes and coins held and any deposits held at call with a bank or financial institution, and excludes amounts invested on term deposits not immediately required for operational expenditure – see note 1(n).

(n) Financial instruments

The economic entity has a series of investments with banks and other financial institutions for funds not immediately required for operational expenditure (for example, analogue extension moneys received from the TV fund to meet expenditure in the next twelve years). They are held-to-maturity investments (term deposits) which are measured at amortised cost using the effective interest method – see note 15.

(o) Acquisition of assets

Assets acquired are recorded at the cost on acquisition, being the purchase consideration determined as at the date of acquisition.

(p) Property, plant and equipment

Asset recognition threshold

Items are classified as non-current assets when:

- (i) the cost of acquisition is in excess of \$2,000;
- (ii) they are non-consumable in nature; and
- (iii) the estimated useful life is in excess of 12 months.

Revaluations

The Corporation implements revaluations of all property, plant and equipment (except for computer software – see note 9(c)(xiii)), over successive five year periods, at fair value, or over a reduced period to ensure that the carrying amounts of assets do not materially differ from the assets' fair values as at the reporting date. The regularity of independent valuations depends upon the volatility of movements in market values for the relevant assets. Revaluation adjustments are made on a class basis.

All non-current assets were revalued at 30 June 2004 except for computer software and leasehold improvements at Federation Square, Melbourne (leased from November 2002).

The revaluations to 30 June 2004 have been implemented as follows:

- Freehold land was revalued as at 30 June 2004;
- Buildings on freehold land were revalued as at 30 June 2004;
- Plant and equipment, whether at cost or under finance lease, were revalued at 30 June 2004.

Depreciation

Property, plant and equipment, other than freehold land, is depreciated over their estimated useful lives to the Corporation using the straight line method of depreciation.

Depreciation/amortisation rates (useful lives) and methods were reviewed during the 2005-06 financial year. Depreciation and amortisation rates applying to each class of depreciable asset are based on the following useful lives:

Class of non financial asset	2005-2006	Average	2004-2005	Average
Buildings	40 years	40	40 years	40
Leasehold improvements	Lease term	15	Lease term	15
Plant and equipment	3 to 20 years	7	3 to 20 years	7
Intangibles	5 to 7 years	6	5 to 7 years	6

The aggregate amount of depreciation allocated for each class of asset during the reporting period is disclosed in note 6(e).

Impairment of non-current assets

All assets were assessed for impairment as at 30 June 2006. Where indications of impairment exist, the asset's recoverable amount is estimated, and an impairment adjustment made if the asset's recoverable amount is less than its carrying amount. The recoverable amount is the higher of its *fair value less costs to sell* and its *"value in use"* (or *"depreciated replacement cost"* if the future economic benefit of the asset is not primarily dependent on the asset's ability to generate cash flows, and the asset would be replaced by the Corporation if deprived of the asset).

In 2006, after writing off a number of assets identified as obsolete and/or disposed, no indicators of impairment were found for the Corporation's assets (at fair value or at cost) – see note 6(g).

(q) Amortisation

(i) Current assets

Overseas program purchases are amortised on a straight line basis over the shorter of three years or licence period (for movies), or over the shorter period of two years or licence period (for documentaries and other overseas purchased programs).

Locally commissioned programs are valued at cost, and amortised on a straight line basis over the shorter of four years or licence period. Some programs are fully expensed in the current period.

In 2006, a change in accounting methodology was implemented for the calculation of amortisation of programs. In 2005, all programs were fully amortised upon final screening. In 2006, it was assessed that amortising programs over its availability for screening (based solely on licence period) reflected more accurately the consumption of the program rights during the period. The impact of this change is a reduction in amortisation of \$0.676m in 2006 – see note 6(d).

(ii) ***Non-current assets***

Leasehold improvements are amortised on a straight line basis over the shorter of either the unexpired period of the lease or the estimated useful life of the improvements.

The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. This obligation is recognised as part of the capitalised cost of the leasehold improvements to be amortised.

Intangible assets (computer software) are amortised on a straight line basis over their estimated useful lives.

(r) ***Taxation***

The Corporation is not subject to income tax. Its controlled entity, MST Ltd, is subject to income tax. No income tax was payable in 2006 (2005: nil) – see note 10(c). The Corporation and its controlled entity, MST Ltd, are subject to fringe benefits tax (FBT) and goods and services tax (GST) – see note 1(s) below.

(s) ***Goods and Services Tax***

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

- (i) where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of expense; or
- (ii) for receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

(t) ***Foreign currency***

Transactions denominated in a foreign currency are converted at the effective exchange rate on the date of the transaction. Exchange gains and losses are reported in the Income Statement.

(u) ***Receivables***

Credit terms for receivables for goods and services are net 45 days for advertising debtors and 30 days for other debtors.

An allowance for doubtful debts, based on a review of all outstanding amounts, is raised at year end. Bad debts are written off during the period in which they are identified.

(v) ***Loans***

Bank loans and loans from the Government are recognised at their principal amounts. Interest is expensed as it accrues.

(w) ***Finance costs***

All finance costs are expensed as incurred. The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. This obligation is recognised as a liability for the cost of restoration at the end of the term, and is discounted to its net present value. The increase in the net present value through the passage of time, or "unwinding" of the discounted value, is recognised as a finance cost – see note 6(f)(viii).

(x) ***Trade creditors***

Creditors and accruals are recognised at their nominal amounts, being the amounts at which the liabilities will be settled. Liabilities are recognised to the extent that the goods or services have been received, irrespective of having been invoiced. Settlement is usually made net 30 days.

(y) ***Comparative figures***

Comparative figures are, where applicable, restated to reflect the current year presentation of the financial statements.

(z) ***Rounding***

Amounts are rounded to the nearest \$1,000 except in relation to the remuneration of directors, officers and auditors.

2. THE IMPACT OF THE TRANSITION TO AEIFRS FROM PREVIOUS AGAAP

Reconciliation of total equity as presented under previous AGAAP to that under AEIFRS

(Consolidated)	2005 \$'000	2004 \$'000
Total equity under previous AGAAP	123,230	121,233
Adjustments to accumulated surpluses:		
Derecognition of revaluation of intangible assets to 30 June	309	309
Additional amortisation of leasehold improvements to 30 June	(262)	(155)
Additional borrowing (finance) costs to 30 June	(264)	(152)
Adjustments to asset revaluation reserve:		
Derecognition of revaluation of intangible assets to 30 June	(309)	(309)
Total equity translated to AEIFRS	122,704	120,926

Changes in accounting policy

(a) Intangible assets

The economic entity, under AEIFRS, is required to derecognise any carrying amount of intangible assets [computer software] previously valued outside an active market. AEIFRS does not permit intangible assets to be measured at valuation unless there is an active market for the intangible asset. This amount has been calculated as \$0.309m.

(b) Restoration costs of leasehold improvements (makegood)

The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. This obligation, however remote, must be recognised under AEIFRS as a liability for the cost of restoration at the end of the term (discounted to its net present value). This is also initially recognised as part of the capitalised cost of the leasehold improvements, and amortised over the lease term.

The impact of (i) the increase in amortisation expense (on the additional capitalised leasehold improvements); and (ii) the increase as the net present value of the provision increases, recognised as a borrowing (finance) cost under AEIFRS, is \$0.219m in 2004-05.

(c) Disclosure of deferred tax asset (Investment in Associate)

Under AEIFRS, the Corporation's subsidiary (MST Ltd) is required to use a Balance Sheet liability method, which focuses on the tax effects of transactions in the Balance Sheet, to recognise income tax expense. The impact on the financial results has been assessed as nil. However, the economic entity is required to disclose the "deferred tax asset" which has not been recognised – for unrecognised future tax benefits on unrealised capital losses. This relates to the writing down of MST Ltd's investment in PAN TV. The "deferred tax asset" (2006: \$0.174m; 2005: \$0.194m) is not recognised as it will not be realised in the foreseeable future. MST Ltd's shares (investment) in PAN TV are not intended to be sold.

Reconciliation of profit as presented under previous AGAAP to AEIFRS

The impact of the AEIFRS on the 2004-05 operating result is an increase in operating expenses of \$0.219m (\$0.107m in additional amortisation expense for leasehold improvements, plus \$0.112m in additional borrowing (finance) costs).

	2005 \$'000
Prior year operating result as previously reported	587
Adjustments:	
Additional amortisation of leasehold improvements	(107)
Additional borrowing (finance) costs	(112)
Prior year operating result translated to AEIFRS	368

3. ECONOMIC DEPENDENCY

The economic entity is dependent on Parliamentary appropriations to be viable as a going concern.

4. OPERATING RESULT

The economic entity's operating result in 2006 is \$0.882 million (2005: \$0.368 million).

5.	INCOME	Notes	Consolidated		Corporation	
			2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
5(a)	Revenues from Government					
	Appropriations for outputs	17	176,472	162,394	176,472	162,394
	Total revenues from Government		176,472	162,394	176,472	162,394
	<i>Reconciliation of appropriation reported in the Income Statement to cash payments made from Consolidated Revenue Fund (CRF)</i>					
	<i>Appropriation Acts 1 and 3</i>					
	Less: Unearned appropriation revenue	10(b)(xiv)	180,481 (4,009)	164,354 (1,960)	180,481 (4,009)	164,354 (1,960)
	Total revenues from Government		176,472	162,394	176,472	162,394
5(b)	Goods and services					
	Goods – sale of programs and merchandise		2,458	2,339	2,458	2,339
	Services		51,767	34,322	51,767	34,322
	Total sales of goods and services		54,225	36,661	54,225	36,661
	<i>Rendering of services:</i>					
	Advertising and sponsorship		46,523	29,217	46,523	29,217
	Production services		4,557	4,690	4,557	4,690
	Controlled company	(v)	-	-	480	200
	Associated company		687	415	207	215
	Total rendering of services		51,767	34,322	51,767	34,322
	<i>Provision of goods to:</i>					
	Related entities		747	623	747	623
	External entities		1,711	1,716	1,711	1,716
	Total sales of goods		2,458	2,339	2,458	2,339
	<i>Rendering of services to:</i>					
	Related entities		1,972	1,565	1,972	1,565
	External entities		49,795	32,757	49,795	32,757
	Total rendering of services		51,767	34,322	51,767	34,322
	Total sales of goods and services		54,225	36,661	54,225	36,661

(v) In 2006 \$0.480m (2005: \$0.200m) was paid to the Corporation by its controlled entity MST Ltd for management fees relating to PAN TV Ltd – see note 8(d)(xii).

	Note	Consolidated		Corporation	
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
5(c) Interest					
Interest on deposits		1,932	1,498	1,927	1,491
Total interest		1,932	1,498	1,927	1,491
5(d) Other revenues					
Revenue from TV Fund (analogue extensions) and Television Black Spots – Alternative Technical Solutions Program	1(j)	6,475	5,591	6,475	5,591
Miscellaneous revenue		554	449	554	449
Total other revenues		7,029	6,040	7,029	6,040
5(e) Reversals of previous asset write-downs					
Financial assets					
Receivables					
Goods and services					
– adjustment to allowance for doubtful debts		16	-	16	-
Total reversals of previous asset write-downs		16	-	16	-

6.	OPERATING EXPENSES	Notes	Consolidated		Corporation	
			2006	2005	2006	2005
6(a)	Employee expenses and average staffing level					
	Average staffing level					
	The average staffing levels for the consolidated entity and the Corporation during the year were		795	792	795	792
			Consolidated		Corporation	
			2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
	Employee expenses					
	Wages and salaries		50,210	48,148	50,210	48,148
	Superannuation	1(l)	7,322	7,391	7,322	7,391
	Leave and other entitlements	1(k)	7,404	7,568	7,404	7,568
	Separations and redundancies		2,390	1,010	2,390	1,010
	Total employee expenses		67,326	64,117	67,326	64,117

6(b) Executive remuneration

"Senior executives" are persons engaged by the economic entity who are concerned in, or take part in, the management of the Corporation or economic entity, other than as a director.

Remuneration of senior executives (detailed below) relates to members of the Executive, whose remuneration for the financial year is \$130,000 or more. The remuneration of those senior executives who have occupied the position of Managing Director or a director of the economic entity during 2005-06 are not included to the extent that they were remunerated as directors of the Corporation or economic entity. Details in relation to those directors are included in note 6(c).

Senior Executives	Consolidated		Corporation	
	2006	2005	2006	2005
Total remuneration in respect of senior executives:	\$367,345	\$989,596	\$367,345	\$989,596

The above amounts include \$57,241 in 2005-06 (nil in 2004-05) for separation and redundancy expenses. They also include a component for leave accrued.

Senior Executives	Economic Entity		Corporation	
	2006 Number	2005 Number	2006 Number	2005 Number
The number of senior executives whose total remuneration was between:				
\$150,000 – \$164,999	1	-	1	-
\$180,000 – \$194,999	-	1	-	1
\$195,000 – \$209,999	-	1	-	1
\$210,000 – \$224,999	1	-	1	-
\$285,000 – \$299,999	-	1	-	1
\$300,000 – \$314,999	-	1	-	1

6(c) **Remuneration of directors and related party disclosures**

Remuneration of directors includes the remuneration of senior executives who are also directors of the Corporation or the economic entity. Their remuneration as directors of the Corporation is included below.

Directors	Consolidated		Corporation	
	2006	2005	2006	2005
Total remuneration in respect of directors:	\$1,477,025	\$1,212,282	\$861,637	\$647,537
Superannuation included in the above remuneration:	\$182,090	\$157,003	\$78,030	\$55,315

The directors of the Corporation's controlled entity MST Ltd (see note 8(d)) are appointed from directors and officers of the Corporation. The remuneration paid by the Corporation to those directors in 2005-06 is **\$983,527** (\$1,039,148 in 2004-05), including a component for leave accrued. They received no additional remuneration for their duties in relation to the controlled entity.

Directors	Economic Entity		Corporation	
	2006 Number	2005 Number	2006 Number	2005 Number
The number of directors whose total remuneration was between:				
Nil – \$14,999	2	1	2	1
\$15,000 – \$29,999	5	5	5	5
\$30,000 – \$44,999	1	2	1	2
\$45,000 – \$59,999	1	1	1	1
\$270,000 – \$284,999	-	1	-	-
\$285,000 – \$299,999	-	1	-	-
\$300,000 – \$314,999	2	-	-	-
\$315,000 – \$329,999	1	-	1	-
\$345,000 – \$359,999	1	-	1	-
\$420,000 – \$434,999	-	1	-	1

The following persons held positions as directors of the Corporation during 2005-06:

Carla Zampatti (Chairman)	Jillian Broadbent
Gerald Stone (Deputy Chairman)	Peter Carroll
Nigel Milan (Managing Director) – <i>ceased 13 February '06</i>	Robert Cronin
Shaun Brown (A/g Managing Director) – <i>from 20 August '05 to 13 February '06</i>	Joseph Elu – <i>ceased 29 May '06</i>
Shaun Brown (Managing Director) – <i>began 14 February '06</i>	Edward Gregory
Patricia Azarias – <i>began 14 June '06</i>	Christopher Pearson

The following persons held positions as directors of the Corporation's controlled entity, MST Ltd, during 2005-06:

Carla Zampatti (Chairman)	Tuong Quang Luu
Nigel Milan – <i>ceased 13 February '06</i>	Jonathan Torpy

Transactions with other related parties

Transactions with other related parties are disclosed in the relevant notes. Unless otherwise stated, transactions between related parties are on normal commercial terms and conditions, which are no more favorable than those available to other parties.

6(d)	Suppliers	Notes	Consolidated		Corporation	
			2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
	Goods					
	Amortisation of program stocks	1(q)	8,119	7,769	8,119	7,769
	Amortisation of commissioned programs	1(q)	11,904	6,487	11,904	6,487
	Other program purchases		17,648	10,257	17,648	10,257
	Materials and minor items		3,246	3,026	3,246	3,026
	Office Supplies		1,355	1,546	1,355	1,546
	Sub-total goods		42,272	29,085	42,272	29,085
	Services					
	Broadcasting facilities		65,502	59,892	65,502	59,892
	Administrative expenses		30,343	23,136	30,341	23,134
	Operating lease rentals	(vii)	2,228	2,230	2,228	2,230
	Workers' compensation premiums		691	235	691	235
	Analogue extensions	1(j)	6,474	5,591	6,474	5,591
	Contract staff	1(l)	11,223	9,296	11,223	9,296
	Production services		3,381	2,468	3,381	2,468
	Audit fees	(vi)	84	79	80	75
	Sub-total services		119,926	102,927	119,920	102,921
	Total supplier expenses		162,198	132,012	162,192	132,006
	Provision of goods – related entities		-	-	-	-
	Provision of goods – external entities		42,272	29,085	42,272	29,085
	Rendering of services – related entities		4,074	5,810	4,070	5,806
	Rendering of services – external entities		112,933	94,652	112,931	94,650
	Sub-total supplier expenses		159,279	129,547	159,273	129,541
	Operating lease rentals	(vii)	2,228	2,230	2,228	2,230
	Workers' compensation premiums		691	235	691	235
	Total supplier expenses		162,198	132,012	162,192	132,006

(vi)

Audit fees

Fees for services paid or payable to the Auditor-General for auditing the economic entity's financial statements for the reporting period were **\$83,700** [2005: \$79,000]. No other services were provided during the reporting period.

(vii)

Operating lease rentals comprise minimum lease payments only.

			Consolidated		Corporation	
	Notes	2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	
6(e) Depreciation and amortisation						
Depreciation						
Plant and equipment		7,784	8,136	7,784	8,136	
Buildings		1,787	1,732	1,787	1,732	
Total depreciation		9,571	9,868	9,571	9,868	
Amortisation						
Intangibles – computer software		521	482	521	482	
Total depreciation and amortisation		10,092	10,350	10,092	10,350	
The aggregate amounts of depreciation and amortisation expensed for each class of depreciable asset are as follows:						
Buildings on Freehold Land		1,252	1,242	1,252	1,242	
Leasehold Improvements		535	490	535	490	
Plant and Equipment		7,784	8,136	7,784	8,136	
Intangibles – computer software		521	482	521	482	
Total depreciation and amortisation		10,092	10,350	10,092	10,350	
6(f) Finance costs						
Commonwealth loan		1,078	1,203	1,078	1,203	
Unwinding of discount	(viii)	113	112	113	112	
Total finance costs expense		1,191	1,315	1,191	1,315	
(viii) The “unwinding of discount” relates to the increase in provision for restoration costs (“makegood” leasehold improvements at Federation Square, at the end of the lease term), as the discounted net present value increases, through the passage of time.						
6(g) Write-down and impairment of assets						
Financial assets						
Receivables						
Goods and services – adjustment to allowance for doubtful debts		-	5	-	5	
Goods and services – bad debts written off		16	4	16	4	
Sub-total write-down of financial assets		16	9	16	9	
Non-financial assets						
Plant and equipment – write-offs	1(p)	126	361	126	361	
Sub-total write-down of non-financial assets		126	361	126	361	
Total write-down of assets		142	370	142	370	

			Consolidated		Corporation	
	Notes		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
7. NET LOSSES FROM SALE OF ASSETS						
Plant and equipment						
Proceeds from disposal	[8]		[2]		[8]	[2]
Net book value of assets disposed	8		136		8	136
Net loss from disposal of plant and equipment	-		134		-	134
Total proceeds from disposal	[8]		[2]		[8]	[2]
Total value of assets disposed and selling expenses	8		136		8	136
Total net loss from sale of assets	-		134		-	134
8. FINANCIAL ASSETS						
8(a) Cash and cash equivalents						
Cash and cash equivalents			3,755	4,555	3,730	4,447
Total cash and cash equivalents			3,755	4,555	3,730	4,447
8(b) Receivables						
Goods and services – controlled entity	8(d)(xii)	-	-		1,728	1,200
Goods and services – associated company		673	144		145	144
Other goods and services	(ix)	15,793	10,407		15,793	10,407
Less allowance for doubtful debts		(21)	[37]		(21)	[37]
Total goods and services receivables		16,445	10,514		17,645	11,714
Interest receivable		92	93		92	93
GST receivable from the Australian Taxation Office		1,992	236		1,991	236
Total receivables (net)		18,529	10,843		19,728	12,043
(ix) The majority of goods and services receivables relate to advertising agencies.						
Receivables (gross) are aged as follows:						
Current (not overdue)		16,517	10,407		17,716	11,607
Overdue by:						
– less than 30 days		1,148	326		1,148	326
– 30 to 60 days		609	19		609	19
– 61 to 90 days		186	65		186	65
– more than 90 days		90	63		90	63
		2,033	473		2,033	473
Total receivables (gross)		18,550	10,880		19,749	12,080
The allowance for doubtful debts is aged as follows:						
Overdue by:						
– more than 90 days		21	37		21	37
Total allowance for doubtful debts		21	37		21	37

8(c)	<i>Investments under s18 of the CAC Act</i>	Notes	Consolidated		Corporation	
			2006	2005	2006	2005
			\$'000	\$'000	\$'000	\$'000
	Term deposits – by Corporation	(x)	64,460	66,393	64,460	66,392
	Total investments under s18 of the CAC Act		64,460	66,393	64,460	66,392

(x) The economic entity has a series of investments with banks and other financial institutions. The Corporation's investments are made under s18 of the CAC Act. Its controlled entity, MST Ltd, is incorporated under the Corporations Law and not subject to s18 of the CAC Act.

In 1999-2000, the Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia over the next 12 years. In 2005 the Corporation received \$4.606m to extend analogue services to regions with a population of 3,000 to 5,000, and \$0.125 million under the Commonwealth's Television Black Spots – Alternative Technical Solutions Program. The amounts received, including interests accrued on these amounts, have been invested in non-government securities. Refer also to note 1(j).

8(d)	<i>Other investments</i>	8(c)(x) (xi)	Consolidated		Corporation	
			2006	2005	2006	2005
			\$'000	\$'000	\$'000	\$'000
	Term deposits - by controlled entity	81		-	-	-
	Shares in controlled entity - at cost	-		-	-	-
	Total other investments	81		-	-	-

(xi) *Investment in controlled entity*

The Corporation subscribed for 5 shares (\$1 each) in MST Ltd in 1994-95. MST Ltd is a wholly owned subsidiary of SBS Corporation. It was incorporated for the purpose of the Corporation's involvement in Pay TV. No dividend was distributed in 2006 (2005: nil).

Name of entity	Country of incorporation	Interest of Corporation	Contributions to consolidated surplus	
			2006	2005
			2006 \$'000	2005 \$'000
Parent Entity				
SBS Corporation	Australia		818	82
Directly controlled by SBS Corporation				
MST Ltd	Australia	100%	100%	64
				286
			882	368

Name of Entity	Principal Activity	Ownership Interest		Balance Date
		2006	2005	
PAN TV Ltd	Production and delivery of media services	40%	40%	30 June '06 30 June '05

The Corporation's controlled entity (MST Ltd) subscribed for 220,000 shares in PAN TV Ltd in 1994-95, the subscription price deemed to be paid in consideration for a range of services provided by the economic entity to PAN TV Ltd. The purchase consideration for the shares acquired was valued at \$3,667,333, having regard to the price paid by the other investing partners in PAN TV Ltd in acquiring their shares.

The range of services valued at \$3,667,333, have been fully provided by the Corporation to PAN TV Ltd on behalf of MST Ltd. This amount was initially shown as a receivable by the Corporation from its controlled entity, MST Ltd, and has been reduced to \$1.2m as at 30 June 2006. The amount receivable is eliminated on consolidation.

PAN TV Ltd currently provides a "World Movies" Channel to Foxtel, Optus Vision, and Austar under distribution agreements.

The equity accounted value of this investment as at 30 June 2006 was \$3.132m (2005: \$3.020m) having regard to the performance of PAN TV Ltd in 2006. A revaluation of this investment was undertaken in 2003 by Deloitte Touche Tohmatsu which was more than its current carrying value of \$3.085m. As there are no indications of impairment to this investment, the carrying value has been maintained at \$3.085m.

	2006 \$'000	2005 \$'000
Cost		
Carrying amount of investment in associated company [at cost]	3,667	3,667
	3,667	3,667
Equity		
Carrying amount of investment in associated company [at cost]	3,667	3,667
Less share of retained losses	(582)	(647)
Equity-accounted amount of investment	3,085	3,020
Share of associate's operating profit/(loss) before income tax	136	390
Share of income tax credit/(expense) attributable to operating profit/(loss)	(71)	(105)
Share of operating profit/(loss) after income tax	65	285
Accumulated results attributable to associate		
1 July	(647)	(652)
30 June	(582)	(647)
Movement in the equity accounted investment in associated company		
Investment in associated company 1 July	3,020	3,015
Share of operating profit/(loss) after income tax	65	285
Dividend revenue from associated company	-	(280)
Investment in associated company 30 June	3,085	3,020
Share of commitments		
Share of operating lease commitments	52	51

	Notes	Consolidated		Corporation	
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
9. NON-FINANCIAL ASSETS					
9(a) Land and buildings					
<i>Freehold land – at fair value</i>	1(p)				
Freehold land – at 2004 independent valuation	(xiii)	19,250	19,250	19,250	19,250
Total freehold land		19,250	19,250	19,250	19,250
<i>Buildings on freehold land – at fair value</i>					
Buildings – at 2004 independent valuation	(xiii)	49,655	49,655	49,655	49,655
Buildings – at fair value		510	38	510	38
Less accumulated depreciation		(16,148)	(14,896)	(16,148)	(14,896)
Total buildings on freehold land		34,017	34,797	34,017	34,797
<i>Leasehold improvements – at fair value</i>	(xiii)				
Leasehold improvements – at fair value		7,856	7,856	7,856	7,856
Less accumulated amortisation		(1,718)	(1,183)	(1,718)	(1,183)
Total leasehold improvements		6,138	6,673	6,138	6,673
Total land and buildings (non-current)		59,405	60,720	59,405	60,720
9(b) Plant and equipment					
Plant and equipment – at 2004 independent valuation		69,697	68,701	69,697	68,701
Plant and equipment – at fair value		2,171	2,171	2,171	2,171
Less accumulated depreciation		(56,554)	(50,421)	(56,554)	(50,421)
		15,314	20,451	15,314	20,451
Total plant and equipment (non-current)		15,314	20,451	15,314	20,451
9(c) Intangible assets					
Computer software – at cost	(xiii)	4,782	4,192	4,782	4,192
Less accumulated amortisation		(2,403)	(2,103)	(2,403)	(2,103)
		2,379	2,089	2,379	2,089
Total intangible assets (non-current)		2,379	2,089	2,379	2,089

	Consolidated		Corporation	
	Computer software purchased	\$'000	Computer software purchased	\$'000
<i>Reconciliation of the opening and closing balances of intangibles (Consolidated and Corporation)</i>				
As at 1 July 2005				
Gross Book Value		4,192		4,192
Accumulated amortisation		(2,103)		(2,103)
Opening net book value		2,089		2,089
Additions – by purchase		811		811
<i>Amortisation</i>		(521)		(521)
As at 30 June 2006				
Gross Book Value		4,782		4,782
Accumulated amortisation		(2,403)		(2,403)
Closing net book value		2,379		2,379

9(d) **Analysis of property, plant and equipment (Consolidated and Corporation)**

Reconciliation of the opening and closing balances of property, plant and equipment.

	Land	Buildings on Freehold Land	Buildings – Leasehold Improvements	Plant and Equipment	Total
	\$'000	\$'000	\$'000	\$'000	\$'000
As at 1 July 2005					
Gross Book Value	19,250	49,693	7,856	70,872	147,671
Accumulated depreciation/ amortisation	-	(14,896)	(1,183)	(50,421)	(66,500)
Opening net book value	19,250	34,797	6,673	20,451	81,171
Additions – by purchase	-	472	-	2,782	3,254
Depreciation/amortisation expense	-	(1,252)	(535)	(7,784)	(9,571)
Disposals					
From disposal of operations	-	-	-	-	-
Other disposals	-	-	-	(135)	(135)
As at 30 June 2006					
Gross Book Value	19,250	50,165	7,856	71,868	149,139
Accumulated depreciation/ amortisation	-	(16,148)	(1,718)	(56,554)	(74,420)
Closing net book value	19,250	34,017	6,138	15,314	74,719

(xiii) The Corporation implements revaluations of all property, plant and equipment (except for computer software – see below), over successive five year periods, at fair value in accordance with AASB 116 "Property, Plant and Equipment". All non-current assets were revalued at 30 June 2004 except for computer software and leasehold improvements.

The revaluations to 30 June 2004 have been implemented as follows:

- Freehold land was revalued as at 30 June 2004;
- Buildings on freehold land were revalued as at 30 June 2004;
- Plant and equipment were revalued at 30 June 2004.

In accordance with AASB 116, intangibles are carried at cost as no active market exists for the Corporation's intangible assets.

The revaluation for plant and equipment was made by an independent valuer Simon B O'Leary, AAPI, MSAA (Australian Valuation Office), at fair value. The revaluations for land and building were completed by independent valuers at fair value:

- R. Russo, AAPI, Certified Practising Valuer, Australian Valuation Office – Artarmon, NSW (land and building)
- C. Silvester, Fitzroys Pty Ltd, AAPI FREI – Craigieburn, Victoria (land).

	Notes	Consolidated		Corporation	
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
9(e) <i>Inventories</i>					
All inventories are current assets.					
<i>Inventories held for distribution</i>					
Purchased program stocks – at cost		21,593	16,329	21,593	16,329
Less accumulated amortisation	1(q), 6(d)	(9,572)	(7,469)	(9,572)	(7,469)
		12,021	8,860	12,021	8,860
Commissioned programs (completed) – at cost		39,155	25,534	39,155	25,534
Less accumulated amortisation	1(q), 6(d)	(15,322)	(8,969)	(15,322)	(8,969)
		23,833	16,565	23,833	16,565
Commissioned programs – in progress		7,362	9,794	7,362	9,794
Total inventories held for distribution		43,216	35,219	43,216	35,219
Total inventories		43,216	35,219	43,216	35,219
9(f) <i>Other non-financial assets</i>					
Prepayments		16,410	13,275	16,410	13,275
Deferred interest rate hedge		164	192	164	192
Total other non-financial assets		16,574	13,467	16,574	13,467
Other non-financial assets are represented by:					
Current		15,175	13,302	15,175	13,302
Non-current		1,399	165	1,399	165
Total other non-financial assets		16,574	13,467	16,574	13,467

	Notes	Consolidated		Corporation	
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
10. PAYABLES					
10(a) Suppliers					
Trade creditors (current)		14,691	10,442	14,687	10,437
Total suppliers payables		14,691	10,442	14,687	10,437
10(b) Other payables					
Prepayments received		3,005	1,809	3,005	1,809
Unearned appropriation	(xiv)	4,009	1,960	4,009	1,960
Other deferred revenue	(xv)	40,795	45,069	40,795	45,069
Total other payables		47,809	48,838	47,809	48,838
(xiv)	The unspent portion of appropriation received in 2006 to fund the Corporation's conversion to digital transmission is \$4.009m (2005: \$1.960m). In line with Government policy (to fund only the amounts required for the conversion to digital), the unrequired funds have been provided for – to return to the CRF.				
(xv)	In 1999-2000, the Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia over the next 12 years. In 2005 the Corporation received an additional \$4.606m to extend analogue services to regions with a population of 3,000 to 5,000, and also received \$0.125m under the Commonwealth's Television Black Spots – Alternative Technical Solutions Program. The amounts received, including interest, are recognised as revenue when related expenditure is incurred. Refer to notes 1(j), 5(d), and 8(c)(x).				
Other payables are represented by:					
Current		13,514	9,369	13,514	9,369
Non-current		34,295	39,469	34,295	39,469
Total other payables		47,809	48,838	47,809	48,838
10(c) Current tax payable	1(r)				
Accounting profit (loss) of controlled company		64	285	-	-
Tax benefit (expense) at the applicable rate of 30%		(19)	(86)	-	-
Tax effect of revenues subject to a tax rebate					
Imputation credits on fully franked dividends		-	84	-	-
Tax effect of revenues not subject to income tax					
Share of net profits of associate accounted for using equity method		19	2	-	-
Total income tax expense		-	-	-	-
Total current tax payable		-	-	-	-

			Consolidated		Corporation	
		Notes	2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
11.	INTEREST BEARING LIABILITIES					
11(a)	<i>Loans</i>					
	Loans from Government	(xvi)	16,075	18,237	16,075	18,237
	Total loan liability		16,075	18,237	16,075	18,237
(xvi)	The Corporation received a loan from Government on 2 July 2002 to refinance the balance of the Corporation's private sector loan for the construction and enhancement of the premises at Artarmon.					
	Maturity schedule for loans:					
	Payable:					
	Within one year:		2,296	2,162	2,296	2,162
	In one to five years:		10,685	10,065	10,685	10,065
	In more than five years:		3,094	6,010	3,094	6,010
	Total loan liability		16,075	18,237	16,075	18,237
12.	PROVISIONS					
12(a)	<i>Employee provisions</i>					
	Salaries and wages		448	219	448	219
	Leave		14,668	14,202	14,668	14,202
	Superannuation		58	70	58	70
	Separations and redundancies	(xvii)	1,697	96	1,697	96
	Total employee provisions		16,871	14,587	16,871	14,587
(xvii)	Provision is made for separation and redundancy payments to employees identified at the reporting date, which can be reliably measured – see 1(k)(iii).					
	Employee provisions are categorised as follows					
	Current		14,854	12,468	14,854	12,468
	Non-current		2,017	2,119	2,017	2,119
	Total employee provisions		16,871	14,587	16,871	14,587
12(b)	<i>Other provisions</i>					
	Provision for "makegood"	(xviii)	2,062	1,949	2,062	1,949
	Total other provisions		2,062	1,949	2,062	1,949

(xviii) The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. The increase in provision in 2006 relates to the "unwinding" of its discounted value through the passage of time – see note 6(f)(viii).

13. CASH FLOW RECONCILIATION	Consolidated		Corporation	
	2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
<i>Reconciliation of cash per Income Statement to Statement of Cash Flows</i>				
Cash at year end per Statement of Cash Flows	3,755	4,555	3,730	4,447
<i>Balance sheet items comprising above cash:</i>				
Financial Asset – Cash	3,755	4,555	3,730	4,447
<i>Reconciliation of operating result to net cash from operating activities</i>				
<i>Operating result</i>	882	368	818	82
<i>Non-Cash items</i>				
Depreciation and amortisation of property, plant and equipment	10,092	10,350	10,092	10,350
Write-off of assets	126	361	126	361
Loss on disposal of property, plant and equipment	-	134	-	134
Increase / (decrease) in allowance for doubtful debts	(16)	5	(16)	5
Increase in interest capitalised (investments)	2,511	2,479	2,511	2,479
(Increase) in revenue prepaid for analogue extensions	(6,940)	(5,584)	(6,940)	(5,584)
(Gain) / loss on investment in associated company	(65)	(5)	-	-
<i>Changes in assets and liabilities:</i>				
Decrease / (increase) in receivables	(7,670)	(1,226)	(7,669)	(1,189)
Decrease / (increase) in inventories	(7,997)	(3,967)	(7,997)	(3,967)
Decrease / (increase) in prepayments paid	(3,107)	(2,565)	(3,107)	(2,565)
Increase / (decrease) in employee provisions	2,284	(2,093)	2,284	(2,093)
Increase / (decrease) in other provisions ("makegood")	113	112	113	112
Increase / (decrease) in supplier payables	4,249	271	4,250	270
Increase in provision for return of appropriation	2,049	1,960	2,049	1,960
Increase in prepayments for analogue extensions	125	4,607	125	4,607
Increase in other prepayments received	1,196	225	1,196	225
<i>Net cash from (used by) operating activities</i>	(2,168)	5,432	(2,165)	5,187

Reporting by segments

The economic entity operates Radio and Television services within the broadcasting industry. Geographically the economic entity operates entirely within Australia. The Corporation is structured to meet one outcome:

Outcome 1: Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia's multicultural society.

Net Cost of Outcome Delivery**Outcome 1**

	2006 \$'000	2005 \$'000
Administered expenses	-	-
Departmental expenses	240,965	208,298
Total expenses	240,965	208,298
<i>Costs recovered from provisions of goods and services to the non-government sector</i>		
Administered Departmental	-	-
Departmental	-	-
Total costs recovered	-	-
<i>Other external revenues</i>		
Departmental		
Sale of goods and services – to external entities	51,506	34,473
Sale of goods and services – to related entities	2,719	2,188
Interest	1,932	1,498
Net gains from disposal of assets	-	-
Net foreign exchange gains (non-speculative)	-	15
Other revenues – from external entities	9,153	8,093
Other revenues – from related entities	65	5
Total other external revenues	65,375	46,272
Net cost / (contribution) of outcome	175,590	162,026

The net costs shown include intra-government costs that would be eliminated in calculating the overall Budget Outcome.

Major Departmental Income and Expenses by Output Groups and Outputs

Output 1: Television

Output 2: Radio

Output 3: Analogue Transmission and Distribution

Output 4: Digital Transmission and Distribution

	Output 1		Output 2		Output 3		Output 4		TOTAL	
	2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000
Operating Expenses										
Employees	43,118	39,813	23,749	23,632	184	269	275	403	67,326	64,117
Suppliers	84,746	55,488	7,498	9,435	23,573	23,286	46,381	43,803	162,198	132,012
Depreciation and amortisation	8,227	8,446	1,865	1,904	-	-	-	-	10,092	10,350
Finance costs	858	947	333	368	-	-	-	-	1,191	1,315
Write-down of assets	132	346	10	24	-	-	-	-	142	370
Other	9	125	7	9	-	-	-	-	16	134
Total operating expenses	137,090	105,165	33,462	35,372	23,757	23,555	46,656	44,206	240,965	208,298
<i>Funded by:</i>										
Revenues from Government	83,385	67,838	29,298	34,995	17,546	17,109	46,243	42,452	176,472	162,394
Sale of goods and services	51,769	34,048	2,456	2,613	-	-	-	-	54,225	36,661
Interest	1,430	1,177	502	321	-	-	-	-	1,932	1,498
Other	2,721	2,572	23	10	6,474	5,591	-	-	9,218	8,113
Total operating income	139,305	105,575	32,279	37,939	24,020	22,700	46,243	42,452	241,847	208,666

All direct costs are charged to the outputs [Television, Radio, Analogue and Digital]. Indirect and shared costs are attributed or apportioned to Television and Radio [Outputs 1 and 2] on the basis of staff numbers or usage [e.g. office space used].

15. FINANCIAL INSTRUMENTS

15(a) Terms, conditions and accounting policies

Financial Instrument	Notes	Accounting Policies and Methods (including recognition criteria and measurement basis)	Nature of underlying instrument (including significant terms & conditions affecting the amount, timing and certainty of cash flows)
Financial Assets		Financial assets are recognised when control over future economic benefits is established and the amount of the benefit can be reliably measured.	
Cash	8(a)	Cash at bank and on hand is recognised at its nominal value. Interest is credited to revenue as it accrues.	Funds, mainly from monthly drawdowns of appropriation placed in bank accounts with the Corporation's banker.
Receivables for goods & services	8(b)	The receivables are recognised at the nominal amounts less any allowance for doubtful debts. An allowance for doubtful debts, based on a review of all outstanding amounts, is raised at year end. Bad debts are written off during the period in which they are identified.	Credit terms for receivables for goods and services are net 45 days for advertising debtors and 30 days for other debtors.
Investments – Term deposits	8(c), 8(d)	The economic entity has a series of investments with banks and other financial institutions for funds not immediately required for operational expenditure (for example, analogue extension moneys received from the TV fund to meet expenditure in future years).	The investments are held-to-maturity term deposits for periods up to 12 years. The weighted average effective interest rate of these investments is 5.9% (2005: 5.7%).
Financial Liabilities		Financial liabilities are recognised when a present obligation to another party is entered into and the amount of the liability can be reliably measured.	
Loan from Government	11(a) 15(b)(xix)	Loans from Government are recognised at their principal amounts. Interest is expensed as it accrues.	SBS established a loan facility with the private sector in 1992 for the purpose of funding its specialised broadcasting premises at Artarmon. The facility expired in 2002, and was refinanced through an unsecured loan from Government at the prevailing 10 year Government bond rate (6.02%) – refer to note 15(b)(xix).
Suppliers (Trade Creditors)	10(a)	Creditors and accruals are recognised at their nominal amounts, being the amounts at which the liabilities will be settled. Liabilities are recognised to the extent that the goods or services have been received (irrespective of having been invoiced).	Settlement is usually made net 30 days.

Interest rate risk

The economic entity has no unrecognised financial assets or liabilities as at 30 June 2006. Interest rate details of recognised financial assets and liabilities are disclosed below. Investment in the economic entity's associated company is excluded, in accordance with the Australian Accounting Standard (AASB 139) on Financial Instruments: Recognition and Measurement. Equity information in respect of the economic entity's associated company is disclosed in note 8(d).

Financial Instrument	Notes	Fixed Interest Rate Maturing in:										Total	Weighted Average Effective Rate		
		1 year or less			1 to 5 years			> 5 years			Non-Interest Bearing				
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	2006 \$'000					
Financial Assets															
Cash	8(a)	3,755	4,555	-	-	-	-	-	-	-	3,755	4,555	4.9%		
Receivables for goods and services	8(b)	-	-	26,483	31,496	27,395	18,896	10,663	16,001	18,529	10,843	18,529	10,843		
Term Deposits	8(c), 8(d)	-	-	26,483	31,496	27,395	18,896	10,663	16,001	-	-	64,541	66,393		
Total Financial Assets		3,755	4,555	26,483	31,496	27,395	18,896	10,663	16,001	18,529	10,843	86,825	81,791		
Total Assets												226,798	216,757		

Financial Instrument	Notes	Fixed Interest Rate Maturing in:										Total	Weighted Average Effective Rate		
		1 year or less			1 to 5 years			> 5 years			Non-Interest Bearing				
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000	2006 \$'000					
Financial Liabilities															
Loan from Government	11(a)	-	-	2,296	2,162	10,685	10,065	3,094	6,010	-	16,075	18,237	6.0%		
Suppliers (Trade creditors)	10(a)	-	-	-	-	-	-	-	-	14,691	10,442	14,691	10,442		
Total Financial Liabilities		-	-	2,296	2,162	10,685	10,065	3,094	6,010	14,691	10,442	30,766	28,679		
Total Liabilities												97,508	94,053		

(ix) SBS entered into an interest rate hedge on 4 June 2002 to minimise the risk of interest rate movements on a loan from Government which was to be provided after balance date (2 July 2002) – at the prevailing 10 Year Government bond rate (6.02%). The Commonwealth loan of \$24m was to repay the balance owing on a loan raised in 1992 for its Artarmon premises. The specific hedge entered into by the Corporation (on 4 June 2002) effectively locked the interest rate on the loan at 6.23%.

15(c) Foreign currency risk

The Corporation did not enter into any specific foreign exchange hedge contracts in 2006. Contracts entered into in foreign currency are not significant.

15(d) Credit risk

The economic entity's maximum exposures to credit risk at reporting date in relation to each class of recognised financial assets is the carrying amount of those assets, as reported in the Balance Sheet.

The economic entity has no significant exposures resulting from any concentration of credit risk.

15(e) Fair values of financial assets and liabilities

The fair values of cash, receivables for goods and services, and trade creditors approximate their carrying amounts. The fair values of term deposits and Commonwealth loan are based on discounted cash flows using current interest rates for liabilities with similar risk profiles, and are shown below.

There are no unrecognised financial assets or liabilities.

	Notes	Carrying Amount		Net Fair Value	
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
Financial assets					
Cash	8(a)	3,755	4,555	3,755	4,555
Receivables for goods and services (net)	8(b)	18,529	10,843	18,529	10,843
Investments under s18 of the CAC Act	8(c)	64,460	66,393	64,071	66,696
Other investments	8(d)	81	-	81	-
Total financial assets		86,825	81,791	86,436	82,094
Financial liabilities					
Loan from Government	11(a)	16,075	18,237	16,192	18,811
Suppliers – Trade Creditors	10(a)	14,691	10,442	14,691	10,442
Total financial liabilities		30,766	28,679	30,883	29,253

There are no unrecognised financial assets or liabilities.

		Consolidated		Corporation	
		2006 \$'000	2005 \$'000	2006 \$'000	2005 \$'000
16. CONTINGENT LIABILITIES AND ASSETS					
<i>Quantifiable contingencies</i>					
<i>Contingent liabilities</i>					
Claims for damages/costs		95	423	95	423
Total contingent liabilities		95	423	95	423
<i>Contingent assets</i>					
Claims for damages/costs		-	-	-	-
Total contingent assets		-	-	-	-
Net contingent liabilities		95	423	95	423

The Corporation is presently a defendant in several cases.

The amounts represent the Corporation's liability if unsuccessful.

17. APPROPRIATIONS

	Departmental Outputs		Loans		Equity		TOTAL	
	2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000	2006 \$000	2005 \$000
<i>Year ended 30 June</i>								
Balance carried forward from previous year	-	-	-	-	-	-	-	-
Appropriation Acts 1 and 3	180,481	164,354	-	-	-	-	180,481	164,354
Appropriation Acts 2 and 4	-	-	-	-	5,850	5,620	5,850	5,620
Available for payment of CRF	180,481	164,354	-	-	5,850	5,620	186,331	169,974
Cash Payments made out of CRF	180,481	164,354	-	-	5,850	5,620	186,331	169,974
<i>Balance carried forward to next year</i>	-	-	-	-	-	-	-	-
<i>Represented by:</i>								
Appropriations Receivable	-	-	-	-	-	-	-	-

This table reports on appropriations made by the Parliament of the Consolidated Revenue Fund (CRF) for payment to the Corporation. When received by the Corporation, the payments are legally the money of the Corporation and do not represent any balance remaining in the CRF.

09

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FINAL

ITALY

09 JULY 2006
KICK-OFF 20:00



Appendix

APPENDIX 1

SBS ACT Compliance with Section 73

<p>(a) particulars of any broadcast by the SBS during the year because of a direction by the Minister under subsection 12 (1); None.</p> <p>(b) particulars of any broadcast by the SBS during the year because of a direction by the Minister otherwise than under this Act; None.</p> <p>(c) particulars of any written statement of Commonwealth Government policy given to the Board by the Minister during the year and the action [if any] taken by the Board in respect of the statement; None.</p> <p>(d) particulars of any gift, devise or bequest accepted by the SBS during the year; None.</p> <p>(e) particulars of how the programming activities during the year have related to the SBS's Charter obligations; See sections, 'Television and Online Content', 'Radio', 'News and Current Affairs', 'Commercial Affairs', 'The Corporation' and the 'Report of Operations'. Relevant sections within the Appendix include: Appendix 5 (SBS Television – Languages Broadcast); Appendix 6 (SBS Television Programs – By Category); Appendix 7 (SBS Independent – Commissioned Programs); and Appendix 10 (SBS Radio – Languages Broadcast).</p> <p>(f) particulars of the total revenue earned during the year from advertising and sponsorship, of the identity of each advertiser or sponsor and of the program [if any] with which advertiser or sponsor is associated; See Financial Statements. For SBS Television Sponsors 2005-06 (Appendix 11); SBS Television Advertisers 2005-06 (Appendix 12); SBS Radio Advertisers 2005-06 (Appendix 13).</p> <p>(g) particulars of any direction by the Minister during the year under section 11 or 12; None.</p> <p>(h) particulars of any advice received by the Board during the year from the Community Advisory Committee (CAC) and the action taken by the Board in response to that advice; See 'The Corporation' and 'Report of Operations' and for members of the CAC see Appendix 14.</p>	<p>(i) particulars of any other measures taken by the Board during the year to ensure that the Board is aware of, and responsive to, community needs and opinions on matters relevant to the SBS's Charter; See 'Television and Online Content', 'Radio', 'News and Current Affairs', 'Commercial Affairs', 'The Corporation' and 'Report of Operations'.</p> <p>(j) an assessment of the extent to which the operations of the SBS and its subsidiaries during the year have achieved the objectives of the SBS and its subsidiaries under the Corporate Plan and fulfilled the functions of the SBS; Such details are included throughout the body of the Report.</p> <p>(k) particulars of any activities carried out during the year by the SBS under subsection 52 (2); See 'Commercial Affairs' and 'Financial Statements'.</p> <p>(l) particulars of the activities during the year of any authorised business with which the SBS is associated under section 52; See 'Commercial Affairs' and 'Financial Statements'.</p> <p>(m) Particulars of any significant changes during the year in the transmission coverage, or transmission quality, of national broadcasting services provided by the SBS. See 'Technology and Distribution', 'Report of Operations' and 'SBS Television – Analogue Service' (Appendix 3) and 'SBS Television Digital Services' (Appendix 4)</p>
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APPENDIX 2

COMMONWEALTH DISABILITY STRATEGY

SBS is required to report on its performance in relation to the Commonwealth Disability Strategy under its core government roles of Employer and Provider.

EMPLOYER

Employment policies, procedures and practices comply with the requirements of the *Disability Discrimination Act 1992*.

All of SBS's Human Resources policies meet the requirements of the Disability Discrimination Act 1992 including:

- 'Workplace Diversity Strategy', which contains a number of strategies that aim to eliminate discrimination and bias in recruitment and employment and achieve equity principles;
- 'Staff Selections Policy', which includes requirements for selection committees and decision-makers to comply with applicable anti-discrimination law; and
- 'Elimination of Workplace Harassment', which includes information on disability discrimination in employment.

There were no complaints or grievances lodged by employees with disabilities in regard to SBS's work policies and practices during the year.

Recruitment information for potential job applicants is available in accessible formats on request.

SBS's 'Workplace Diversity Strategy' encourages workplace diversity within the framework of merit selection.

Recruitment information is available electronically on the SBS website. Externally advertised vacancies, with job descriptions and selection criteria, are posted on the SBS website and internally on the Human Resources Intranet. Applications for positions can be submitted in electronic format by applicants. During 2005-06, SBS received no requests for this information in other accessible formats.

Agency recruiters and managers apply the principle of 'reasonable adjustment'.

SBS engaged consultants to assist with reasonable adjustment to the workplace for 14 employees. The consultants engaged were specialists in vocational rehabilitation and occupational therapy. The assistance provided in each case involved a worksite visit and assessment of the employee's duties and work environment and the provision of a report detailing what adjustments and special furniture or equipment were necessary to accommodate the employee's disability.

Training and development programs consider the needs of staff with disabilities.

All training and development programs accommodated the needs of staff with disabilities.

Training and developments programs include information on disability issues as they relate to the content of the program.

SBS's regular 'Induction' and 'Workplace Harassment and Discrimination' programs addressed the issue of workplace diversity, including disability. Three 'Induction' programs and four 'Workplace Harassment and Discrimination' training programs were run by SBS Human Resources during 2005-06. SBS Human Resources review the content of each training and development course prior to presentation to ensure that information concerning disability remains current.

Complaints/grievance mechanism, including access to external mechanisms, in place to address issues and concerns raised by staff.

Issue and dispute resolution procedures are contained in the 'SBS Certified Agreement 2005-08' and SBS's 'Personal Grievance Policy'. The procedures include provision for a complainant to access external bodies to assist with the resolution of a complaint. No formal grievances were lodged in 2005-06.

PROVIDER

Established mechanisms for quality improvement and assurance.

The *SBS Codes of Practice* set out the principles and policies SBS uses to guide its programming. Relevant sections cover: prejudice, racism and discrimination (2.1); subtitling and voice-overs – SBS TV (2.2.4); closed captioning for people who are hearing impaired or deaf (2.8); community information (5); comments and complaints about SBS programming (7). The Codes are reviewed regularly with internal and external consultations to identify required updates. SBS's Community Advisory Committee provides input to each review. The latest review began in 2005-06.

During 2005-06, SBS Television broadcast a range of programs concerning people with disabilities. The majority were documentaries about Australians with disabilities which were commissioned by SBS Independent. These included: cancer (*Opera Therapy* and *The Big Lie*); Marfan Syndrome (*Jabe Babe: A Heightened Life*); Parkinson's disease (*The Bridge at Midnight Trembles and Shake Rattle & Roll: A journey with Parkinson's*); intellectual disability (*RAN: Remote Area Nurse*) and *Junction House Blues*; and cerebral palsy (*My Brother Vinnie*). International documentaries broadcast by SBS included: motor neuron disease (*The Hawking Paradox*); autism (*My Flesh and Blood*); and physical deformity (*Dr Money and the Boy with No Penis*, *Extraordinary People* and *The Men Who Want to Transplant Faces*).

continued overleaf

COMMONWEALTH DISABILITY STRATEGY

SBS Radio, in association with the NSW Department of Ageing, Disability and Home Care, continued to produce and broadcast the multilingual program, Homereach, for housebound people and their carers. In 2005-06, Homereach was broadcast in seven languages: Tagalog, Greek, Hungarian, Romanian, Bosnian, Lao and Slovenian.

SBS Digital Media helped produce the website to accompany the documentary series, *My Voice*, featuring the creative works of five individuals with disabilities.

SBS engages with industry bodies concerned with media access for people with disabilities, in order to continuously improve the delivery of its services. SBS also takes into account the importance of disability representation when recruiting new employees. The SBS Community Advisory Committee includes one member who works as an advocate for people with disabilities in rural New South Wales. SBS is also a media partner in the National Media Mental Health Group initiative, which aims to raise awareness and improve reporting on suicide and mental health in the Australian media.

Established service charter that specifies: the roles of the provider and consumer; and service standards which address accessibility for people with disabilities.

The SBS Charter states that the principle function of SBS is to "provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society". SBS is required to provide its services to all Australians.

SBS Television provides closed captions for viewers who are deaf or hearing-impaired. During the year, all program content in English transmitted between 6pm and 10.30pm was closed captioned. Programs that commenced in prime time were captioned until their conclusion. Television news and current affairs programs (other than non-English language programs) transmitted outside these hours were also captioned, where practicable.

SBS Digital Media ensures that where SBS corporate documents are available in PDF they are also made available in HTML in compliance with W3C international accessibility guidelines. A review of SBS web publishing output and processes is planned in 2006-07. People who are deaf or hearing impaired are able to contact SBS via a TTY telephone service.

Complaints/grievance mechanism, including access to external mechanisms, in place to address issues and concerns raised about performance.

Code 7 'Comments and Complaints about SBS Programming' of the *SBS Codes of Practice* provides for comments and complaints to be submitted to SBS. These may be by letter, facsimile, email and telephone, including a TTY telephone service. Contact details are provided in SBS corporate publications and on the SBS website.

Complaints that allege a breach of the *SBS Codes of Practice* undergo an independent and objective investigation by the Audience Affairs department. These complaints must be in writing or detailed in an online complaints form provided on the SBS website. SBS has a Complaints Committee to which the Audience Affairs Manager or an SBS Division can refer a complaint for further consideration. The *Broadcasting Services Act 1992* provides for an external review of formal complaints through the Australian Communications and Media Authority. Complainants are advised of this process in correspondence sent to them regarding their complaint. Code 7 of the *SBS Codes of Practice* and the SBS website ('Complaints – External Review') provide information to complainants about the external review process.

APPENDIX 3
SBS TELEVISION Analogue Services

Area Served	Channel	Area Served	Channel	Area Served	Channel
AUSTRALIAN CAPITAL TERRITORY		Gulgong*	68	Tumbarumba*	57
Canberra	28	Gunning*	67	Tumut	54
Conder*	52	Hay	60	Tweed Heads	28
Fraser	53	Hillston*	59	Ulladulla	30
Tuggeranong	54	Illawarra	53	Upper Hunter	65
Weston Creek/Woden	58	Inverell	50	Upper Namoi	28
		Jerilderie	59	Uralla*	50
NEW SOUTH WALES		Jindabyne	69	Urbenville*	55
Adelong*	55	Junee*	55	Vacy	28
Albury North	53	Kandos*	57	Wagga Wagga	53
Armidale	30	Kangaroo Valley*	55	Wollongong	32
Armidale North*	61	Khancoban*	57	Woronora*	58
Ashford	54	Kings Cross	58	Wyangala*	59
Batemans Bay/Moruya	55	Kotara	55	Wyong	39
Bathurst	46	Laurieton	56	Young	58
Batlow*	56	Lightning Ridge*	60		
Bega	43	Lismore East*	53	NORTHERN TERRITORY	
Berridale*	36	Lithgow	29	Adelaide River/Coomalie*	62
Berry*	55	Lithgow East	52	Alice Springs	28
Bolivia*	34	Long Flat*	58	Alice Springs North*	60
Bonny Hills*	58	Lord Howe Island North*	7	Ampilatwatja*	58
Booral*	59	Lord Howe Island South*	6	Angurugu*	64
Bouddi	64	Maclean/Ashby*	55	Bathurst Island*	63
Bourke Town*	57	Manly/Mosman	39	Borroloola*	11
Bowral/Mittagong	30	Manning River	59	Daly River*	61
Braidwood	54	Mannus*	55	Darwin	28
Brewarrina*	69	Megalong*	52	Darwin North	61
Broken Hill	44	Merewether	32	Docker River*	57
Burra Creek*	67	Mount George*	60	Elliott*	61
Capertee*	64	Mount Kembla*	33	Galiwinku*	63
Central Tablelands	30	Mudgee	58	Gapuwiyak*	60
Central Western Slopes	29	Mudgee Town*	57	Groote Eylandt*	43
Cobar	12	Mullumbimby Creek*	30	Haasts Bluff*	54
Coffs Harbour	69	Murrumbidgee Irrigation Area	28	Jabiru*	61
Condobolin	56	Murwillumbah	57	Katherine	58
Coolah	53	Narooma	47	Laramba*	59
Cooma Town	53	Narrandera*	62	Maningrida*	60
Cootamundra*	56	Newcastle	45	Mataranka*	62
Cowra	45	Nowra North	29	McArthur River Mine*	63
Darbys Falls*	55	Nundle*	59	Milingimbi*	62
Deepwater*	59	Oberon*	54	Minjilang*	57
Deniliquin	69	Ocean Shores*	68	Mount Liebig*	60
Drake*	56	Patonga*	58	Nhulunbuy	55
Dubbo	54	Peak Hill*	67	Nyirripi*	63
Dungog	42	Portland Town*	52	Palumpa*	60
East Grove*	43	Portland/Wallerawang	54	Pine Creek*	69
Eden	69	Richmond/Tweed	41	Pularumpi*	66
Elizabeth Beach*	60	Smiths Lake*	58	Tennant Creek*	58
Emmaville	52	Stanwell Park	48	Timber Creek*	60
Eugowra*	67	Stroud*	60	Tindal*	56
Forster*	41	SW Slopes/E Riverina	29	Umbakumba*	59
Glen Davis*	45	Sydney	28	Wadeye*	60
Glen Innes	53	Talbingo*	55	Warruwi*	57
Glengarry & Grawin*	61	Tamworth	52	Yuelamu*	59
Gloucester	30	Telegraph point*	58	Yulara*	58
Goodooga*	69	Tenterfield	54		
Gosford	58	Thredbo	31	QUEENSLAND	
Goulburn	58	Tottenham*	60	Agnes Water*	53
Grafton/Kempsey	28	Tullamore*	67	Airlie Beach	34
Gravesend and Warialda*	64	Tullibigeal*	60	Alligator Creek*	55

* Denotes Self-help service

Area Served	Channel	Area Served	Channel	Area Served	Channel
Alpha*	57	Gympie	42	Stonehenge*	63
Anakie*	56	Gympie Town	50	Stuart	56
Atherton	56	Herberton	57	Sunshine Coast	34
Augathella*	6	Hervey Bay	52	Texas	67
Aurukun*	63	Horseshoe Bay*	59	Thangool*	52
Ayr	57	Hughenden*	69	Thargomindah*	60
Ayton*	59	Hungerford*	60	Tieri	56
Babinda	45	Ilfracombe*	68	Tin Can Bay*	58
Bamaga*	63	Isisford*	68	Toogoolawah*	56
Bancroft*	58	Jericho*	63	Toowoomba	53
Barcaldine*	60	Julia Creek*	59	Townsville	28
Bedourie*	69	Jundah*	63	Townsville North	52
Bell	53	Karumba*	69	Tully	58
Birdsville*	69	Kelso*	56	Warwick	67
Blackwater	43	Lakeland Roadhouse*	60	Wide Bay	30
Bollon*	63	Linville*	60	Willows*	68
Boonah	54	Little Mulgrave*	48	Windorah*	63
Bowen	48	Longreach	54	Winton*	54
Bowen Town	29	Mabuiag Island*	63	Wyandra*	63
Boyne Island	54	Mackay	30	Yaraka*	39
Brisbane	28	Mapoon*	60	Yarrabah*	57
Byfield*	53	Mareeba	45	Yeppoon	53
Cairns	30	Maroon*	59	Yowah*	60
Cairns East	35	Middlemount	48		
Cairns North	53	Miriam Vale/Bororen*	58		
Camooweal*	63	Mission Beach	62	SOUTH AUSTRALIA	
Canungra*	57	Monto	53	Adelaide	28
Capella	29	Moranbah	49	Adelaide Foothills	43
Cardwell*	57	Moranbah Town	67	Amata*	57
Charleville	7	Morven*	63	Angaston*	55
Charters Towers	62	Mossman	29	Cape Jervis*	58
Chillagoe*	60	Mossman South*	56	Caralue Bluff (Eyre Peninsula)	62
Clermont	56	Mount Alford*	67	Carrickalinga*	52
Cloncurry*	60	Mount Isa	29	Ceduna/Smoky Bay*	12
Coen*	63	Mount Morgan*	68	Clare	57
Collinsville	52	Nambour	55	Coober Pedy*	60
Conondale*	54	Napranum*	66	Cowell	58
Cow Bay and Diwan*	51	Nebo	52	Cudlee Creek*	66
Crows Nest*	55	Nelly Bay*	39	Elizabeth South	60
Croydon*	6	Noosa/Tewantin	29	Eudunda*	69
Cunnamulla*	62	Normanton*	52	Fregon*	57
Currrumbin	48	Paluma*	56	Golden Grove*	53
Daintree Village*	62	Port Douglas	52	Gumeracha*	53
Darling Downs	29	Proserpine	53	Indulkana*	57
Dimbulah	43	Quilpie*	63	Kimba*	62
Dingo Beach*	66	Rathdowney*	37	Kingston SE/Robe	53
Dirranbandi*	36	Ravenshoe	53	Lyndoch*	53
Dysart	60	Redlynch	57	Mannum*	69
Emerald	58	Richmond*	65	Marion Bay*	59
Eromanga*	63	Rockhampton	28	Marree*	63
Esk	52	Rockhampton East	52	Melrose/Wilmington*	62
Eulo*	63	Roma	60	Mimili*	57
Flame Tree & Jubilee Pocket*	66	Rosedale*	66	Mount Hall*	62
Flying Fish Point*	55	Sapphire/Rubyvale*	43	Myponga*	51
Georgetown*	63	Sarina*	67	Naracoorte	54
Gladstone East	29	Seisia*	62	Normanville*	54
Gladstone West	52	Shute Harbour	55	Oodnadatta*	57
Glenden*	35	Smithfield Heights	53	Orroroo*	66
Gold Coast	61	Somerset Dam*	54	Penong*	60
Goondiwindi	64	Southern Downs	30	Peterhead*	53
Gordonvale	58	Speewah*	58	Poochera*	63
Greenvale*	66	St George	61	Port Lincoln	54
Gunpowder*	60	StanageBay*	59	Quorn*	53
				Renmark/Loxton	30

Area Served	Channel	Area Served	Channel	Area Served	Channel
Roxby Downs*	53	Alexandra Environs	28	Yea	30
South East	29	Anglesea & Aireys Inlet*	68	Yendon/Lal Lal*	55
Spencer Gulf North	40	Apollo Bay*	53	WESTERN AUSTRALIA	
Streaky Bay*	69	Bairnsdale	54	Albany	40
Swan Reach*	69	Ballarat	30	Albany West*	60
Truro Grove*	69	Bemm River*	61	Badgingarra*	59
Tumby Bay	29	Bendigo	29	Baynton*	51
Umuwa*	57	Blackwood*	58	Beacon*	60
Victor Harbor	52	Bonnie Doon	55	Beagle Bay*	63
Waikerie	53	Boolarra*	68	Bencubbin*	59
Wirrulla*	61	Bright	29	Boddington*	62
Woomera*	28	Bruthen	50	Borden*	59
Wudinna*	33	Buchan*	62	Bremer Bay South*	60
Yalata*	60	Buxton*	48	Bremer Bay*	58
Yankalilla*	53	Churchill	52	Bridgetown*	53
TASMANIA					
Acton Road	52	Cobden	67	Broome	29
Barrington Valley	37	Colac	55	Bruce Rock*	69
Blackstone*	47	Eildon	30	Bunbury	33
Burnie	55	Eildon town	54	Burringurrah*	60
Cygnet	42	Ensay*	67	Carnamah*	56
Derby (TAS)*	54	Ferntree Gully	68	Carnarvon	12
Dover	53	Flowerdale & Hazeldene*	59	Central Agricultural	47
Dover South	41	Foster	60	Cervantes*	40
Eaglehawk Neck*	53	Freeburgh/Smoko*	59	Condongup/Howick*	58
East Devonport	54	Geelong (Newtown)*	68	Coolgardie*	60
Geeveston	54	Gisborne	68	Coorow*	58
Gunn Plains*	54	Goulburn Valley	34	Dalwallinu*	58
Hillwood	37	Healesville*	69	Dampier*	38
Hobart	28	Horsham	48	Denham*	67
Hobart NE Suburbs	54	Jamieson*	55	Denmark*	61
Launceston	53	Jeeralang*	66	Derby	59
Lileah	53	Kiewa	54	Dongara*	58
Lilydale	54	Lakes Entrance	29	Eneabba*	40
Little Swanport and District*	53	Latrobe Valley	34	Esperance	28
Maydena*	43	Lorne*	54	Exmouth	60
Meander	53	Mansfield	53	Fitzroy Crossing*	55
Mole Creek*	54	Marysville	58	Gairdner*	59
NE Tasmania	29	Melbourne	28	Gascoyne Junction*	63
Neika/Leslie Vale*	53	Mildura/Sunraysia	29	Geraldton	29
New Norfolk	53	Mitta Mitta*	65	Gnowangerup*	63
Orford	52	Monbulk*	68	Gracetown*	58
Penguin	34	Murray Valley	44	Green Head*	42
Port Arthur*	53	Murrayville*	66	Hopetoun (WA)*	59
Queenstown/Zeehan	53	Myrtleford	59	Hyden*	38
Ringarooma*	46	Nhill	59	Jerramungup*	60
Sisters Beach*	57	Old Tallangatta*	59	Kalgoorlie	28
Smithton	38	Port Campbell*	66	Kalumburu*	63
St Helens*	34	Portland	69	Kambalda*	52
Stanley*	69	Rosebud*	68	Karratha	66
Tarooma	43	Safety Beach	58	Katanning	59
Tullah*	52	Selby	69	Kojonup*	54
Ulverstone	53	Seymour	67	Kondinin*	63
Wayatinah*	52	South Yarra	58	Kulin*	40
Wilmot*	53	Swifts Creek*	65	Kununoppin*	58
Wynyard	30	Tawonga South*	29	Kununurra	29
TERRITORIES					
Norfolk Island*	9	Underbool*	66	La Grange*	60
VICTORIA					
Alexandra	68	Upper Murray	30	Lake Grace*	36
		Upwey	51	Lake King*	60
		Warburton (VIC)	58	Lancelin*	65
		Warrnambool	55	Laverton*	60
		Warrnambool City	58	Leeman*	60
		Western Victoria	28	Leonora*	66
		Wye River*	64		

* Denotes Self-help service

Area Served	Channel	Area Served	Channel	Area Served	Channel
Looma*	63	Norseman*	66	Southern Agricultural	28
Mandurah	54	Northam	53	Tambellup*	61
Manjimup	54	Northampton	59	Tjuntjuntjara*	60
Margaret River	54	Northcliffe*	53	Tom Price	59
Marvel Loch*	58	Nyabing*	63	Toodyay	34
Maryville*	53	Ongerup*	61	Trayning*	63
Meekatharra*	60	Onslow*	63	Wagin	29
Menzies*	60	Paraburdoo*	58	Walpole*	54
Merredin*	58	Peaceful Bay*	61	Warmun*	62
Molley Island*	62	Perth	28	Wellstead*	61
Mukinbudin*	37	Perth East*	46	Westonia*	56
Mullewa*	57	Pingrup*	61	Wickham*	69
Muradup*	58	Port Hedland	42	Wiluna*	60
Narembeen*	58	Prevelly*	62	Wyndham*	58
Narrogin	54	Quinninup*	53	Yalgoo*	60
Newdegate*	57	Ravensthorpe*	58	Yungngora*	63
Newman	12	Roleystone	54		

* Denotes Self-help service

APPENDIX 4

SBS TELEVISION Digital Services

Area Served	Channel	Area Served	Channel	Area Served	Channel				
AUSTRALIAN CAPITAL TERRITORY									
Canberra	30	Portland/Wallerawang	67	Gordonvale	52				
Tuggeranong	57	Richmond/Tweed	40	Gympie	36				
Weston Creek	57	Stanwell Park	49	Gympie Town	36				
		SW Slopes/E Riverina	48	Herberton	55				
		Sydney	34	Laurieton	57				
NEW SOUTH WALES									
Albury North	29	Tamworth	51	Mackay	29				
Armidale	29	Ulladulla	31	Mareeba	52				
Batemans Bay/Moruya	7	Upper Hunter	64	Mission Beach	50				
Bathurst	9	Upper Namoi	36	Mossman	38				
Boudi	34	Wagga Wagga	54	Mt Isa	9A				
Bowral/Mittagong	49	Wollongong	54	Murwillumbah	40				
Broken Hill	12	Wyong	38	Nambour	36				
Central Tablelands	42			Noosa/Tewantin	36				
Central Western Slopes	44	NORTHERN TERRITORY							
Coffs Harbour	68	Alice Springs	6	Port Douglas	66				
Cooma	67	Darwin	29	Proserpine	55				
Dubbo	55	Katherine	6	Ravenshoe	52				
Dungog	61			Redlynch	58				
Gloucester	31	QUEENSLAND							
Gosford	34	Airlie Beach	28	Rockhampton	37				
Goulburn	59	Ayr	56	Rockhampton East	54				
Grafton/Kempsey	39	Babinda	52	Shute Harbour	53				
Griffith MIA	33	Bell	52	Southern Downs	48				
Illawarra	54	Blackwater	42	Stuart	51				
Kings Cross	34	Boyne Island	53	Sunshine Coast	36				
Kotara	38	Brisbane	36	Texas	60				
Laurieton	57	Cairns	29	Toowoomba	67				
Lithgow	28	Cairns East	52	Townsville	37				
Lithgow East	67	Cairns North	52	Townsville North	51				
Manly/Mosman	34	Capella	28	Tully	50				
Manning River	9A	Charters Towers	40	Wide Bay	28				
Merewether	38	Currumbin	36	Yeppoon	54				
Mudgee	67	Darling Downs	49						
Murwillumbah	40	Emerald	57	SOUTH AUSTRALIA					
Narooma	53	Gladstone East	30	Adelaide	33				
Newcastle	38	Gladstone West	46	Adelaide Foothills	61				
Nowra North	63	Gold Coast	36	Elizabeth South	61				
Port Stephens	31	Gold Coast Southern Hinterland	36	Renmark/Loxton	40				
		Goondiwindi	60	South-East SA	40				
				Spencer Gulf North	41				
				Victor Harbour	53				

TASMANIA		Marysville	57	Bunbury	34
Hobart	9A	Melbourne	29	Carnarvon	11
Hobart North/East	64	Mildura/Sunraysia	28	Central Agricultural	48
Launceston South	64	Murray Valley	59	Esperance	9
NE Tasmania	44	Myrtleford	58	Geraldton	42
Tarooma	42	Nhill	67	Kalgoorlie	7
		Portland	68	Karratha	65
VICTORIA		Rosebud	57	Manjimup	55
Bairnsdale	52	Safety Beach	57	Narrogin	55
Ballarat	43	Selby	50	Northam	54
Bendigo	28	South Yarra	57	Perth	29
Bruthen	28	Upper Murray	7	Port Hedland	6
Churchill	51	Upwey	50	Roleystone	53
Colac	53	Warburton	57	Southern Agricultural	29
Ferntree Gully	50	Warrnambool	53	Toodyay	53
Foster	59	Warrnambool City	68	Wagin	28
Goulburn Valley	36	Western Victoria	7		
Horsham	49				
Kiewa	36				
Lakes Entrance	58	WESTERN AUSTRALIA			
Latrobe Valley	30	Albany	41		
		Broome	9A		

APPENDIX 5

SBS TELEVISION Languages Broadcast on Principal Channel

Language	Total Hours	% of total prog. time	% of total LOTE	Language	Total Hours	% of total prog. time	% of total LOTE
Afrikaans	1.51	0.02	0.05	Nenets	1.30	0.02	0.04
Albanian	4.45	0.06	0.14	No Dialogue	360.36	5.16	
Arabic	187.68	2.69	5.81	Norwegian	10.61	0.15	0.33
Bambara	3.71	0.05	0.11	Pashto	1.12	0.02	0.03
Bengali	4.81	0.07	0.15	Polish	53.29	0.76	1.65
Bosnian	2.24	0.03	0.07	Portuguese	28.13	0.40	0.87
Cantonese	83.37	1.19	2.58	Punjabi	3.13	0.04	0.10
Czech	3.11	0.04	0.10	Romanian	8.50	0.12	0.26
Danish	45.27	0.65	1.40	Russian	181.73	2.60	5.63
Dari	2.13	0.03	0.07	Sango	1.04	0.01	0.03
Dutch	17.00	0.24	0.53	Serbian	6.24	0.09	0.19
English	3391.75	48.58		Sinhalese	5.11	0.07	0.16
Estonian	1.25	0.02	0.04	Slovak	3.40	0.05	0.11
Farsi	20.19	0.29	0.63	Slovene	6.95	0.10	0.22
Finnish	7.37	0.11	0.23	Spanish	323.92	4.64	10.03
Flemish	7.68	0.11	0.24	Swahili	1.17	0.02	0.04
French	401.54	5.75	12.43	Swedish	33.48	0.48	1.04
Frisian	1.76	0.03	0.05	Tagalog	28.54	0.41	0.88
Georgian	1.02	0.01	0.03	Thai	7.31	0.10	0.23
German	335.04	4.80	10.37	Tibetan	2.73	0.04	0.08
Greek	299.55	4.29	9.28	Turkish	23.91	0.34	0.74
Hebrew	14.76	0.21	0.46	Ukrainian	18.36	0.26	0.57
Hindi	36.01	0.52	1.12	Vietnamese	7.93	0.11	0.25
Hungarian	38.94	0.56	1.21	Wolof	2.75	0.04	0.09
Icelandic	3.77	0.05	0.12	Zulu	1.61	0.02	0.05
Indigenous languages	2.69	0.04	0.08	Languages with individual durations of less than 1 hour	13.47	0.19	0.42
Indonesian	116.58	1.67	3.61	Total LOTE	3229.58	46.26	100.00
Italian	346.43	4.96	10.73	Total English	3391.75	48.58	
Jamaican English	1.67	0.02	0.05	No Dialogue	360.36	5.16	
Japanese	198.72	2.85	6.15	Total hours broadcast	6981.69	100.00	
Khmer	4.52	0.06	0.14				
Korean	57.22	0.82	1.77				
Maltese	23.23	0.33	0.72				
Mandarin	175.90	2.52	5.45				
Middle English	2.73	0.04	0.08				

* LOTE – Languages other than English

APPENDIX 5 *continued***SBS TELEVISION Languages Broadcast on the World News Channel**

Language	2001 Census Position	Total hours	% of total prog. time
Italian	2	442	7.10
Greek	3	624	10.02
Cantonese	4	208	3.34
Arabic	5	468	7.52
Mandarin	7	624	10.02
Spanish (Spain)	8	546	8.77
Spanish (Chile)	8	130	2.09
Tagalog	9	118	1.89
German	10	468	7.52
Polish	13	130	2.09
Maltese	18	130	2.09
French	20	415	6.66
Korean	21	130	2.09
Indonesian	22	468	7.52
Russian	23	364	5.85
Japanese	24	702	11.27
Hungarian	26	130	2.09
Ukrainian	38	130	2.09
Total		6981.69	100.00

APPENDIX 6

SBS TELEVISION Programs on the Principal Channel by Category

Category / Genre	Hours Local	% of Total Time	Hours Imported	% of Total Time	Total Time	% of Total Time
Animation	9	0.45	24	0.48	33	0.47
Arts	27	1.35	100	2.01	127	1.82
Comedy	17	0.85	48	0.96	65	0.93
Documentaries	287	14.31	547	10.99	834	11.95
Drama	18	0.90	211	4.24	229	3.28
Educational	21	1.05	0	0.00	21	0.30
Entertainment Series	86	4.29	0	0.00	86	1.23
Factual Entertainment	132	6.58	56	1.13	188	2.69
Features	12	0.60	918	18.45	930	13.32
News & Current Affairs	487	24.28	2380	47.83	2867	41.06
Performance/variety	2	0.10	45	0.90	47	0.67
Short Films & Fillers	371	18.49	43	0.86	414	5.93
Sport	537	26.77	604	12.14	1141	16.34
Total	2006	100.00	4976	100.00	6982	100.00

* Hours based on actual transmission time, with numbers rounded

SBS INDEPENDENT Commissioned Programs 2005-06

In 2005-06, SBS Independent commissioned a total of 367.5 hours of Australian drama, documentaries and entertainment for broadcast on SBS Television.

GENERAL PRODUCTION FUND

From its General Production Fund, SBSi commissioned a total of 261.5 hours of Australian programming, comprising 166.5 hours of documentary, 4.5 hours of drama (including comedy), and 90.5 hours of factual entertainment and entertainment series (including former Local Production series).

'STORYLINE AUSTRALIA'

(One Hour Documentaries)

Four

A celebration of Vivaldi's Four Seasons across the globe

A Thousand Days: India's First Woman Police Officer

The highly charged story of India's first-ever female police officer

Abortion Stories

Women and men talk openly about their own personal experience of abortion

After Cronulla

Two Australian-Lebanese families caught in Lebanon's civil unrest

All that Glitters

Conflict arises when an Australian managed goldmine moves to West Africa

Fare Dinka

Former child soldiers from Sudan break the taboo against cooking

Do Not Resuscitate (Episode 2)

Explores the controversy of euthanasia through personal stories

Dark Science

In 1910, a Swedish scientist questions the evolution of Indigenous Australians

Educating India

An Australian finishing school teaches "western style" manners to young Indians.

Fat Chance

Pizza, dieting and the search for Prince Charming

Growing Up and Going Home

The story of three young Ethiopian Australians who return home

Here Comes Charlie

Charlie Chaplin re-incarnated in the heart of Vietnamese Marrickville

In Search of Bony

Bony is a 1930s university educated Aboriginal detective. Or is he?

Mohammad Hossain's Intensive Care

Struggles of life and death at Liverpool Hospital

Naked on the Inside

Topless men and women speak about their lives

Nurse Maggie

Nurse Maggie Sister wants to change common perceptions about Leprosy

Paris Dreaming (2 parts)

Indigenous art and personal beliefs in the heart of Paris

Race for the Beach

The emotional journey of Australia's first Lebanese lifeguards

The Book that Shook the World

How a Danish sex education manual changed morals and shook governments

The Bridge at Midnight Trembles

How Richard Moir coped with the onset of Parkinson's disease

The Fabric of a Dream

The making of the brand name Fletcher Jones

The Last Forest

A Filipino and his Australian wife battle to save virgin rainforest

The Portrait Painter

A documentary about a Chinese-Australian painter

Toad Busters

Local residents do battle against the advancing cane toads

'INSIDE AUSTRALIA'

(Half-Hour Documentaries)

Downunder Grads: 4 x ½ hr series

A gritty insider's look at the experience of going to university

Eco House: 6 x ½ hr series

An environmental makeover for the average Australian home

Elvis Lives in Parkes

A small band of devotees strive to stage the biggest Elvis Presley Festival

Going Bush (Series 2): 4 x ½ hr series

Australia through the eyes of Cathy Freeman and Anthony Mundine

Karitane Kids: 6 x ½ hr series

Parents' difficulties in raising a child

Love's Harvest: 4 x ½ hr series

People of the land connected to the seasons

Policing the Pacific: 4 x ½ hr series

Fighting violent criminals in the Solomon Islands

Real Top Guns: 4 x ½ hr series

The elite pilots of the Royal Australian Air Force

Risking It All: 4 x ½ hr series

Making business dreams come true

ONE HOUR SPECIAL DOCUMENTARY SERIES

Classic Australian Albums: 4 x 1 hr series

The making of four classic Australian albums

World of Colours: 3 x 1 hr series

How colours define our world.

FEATURE LENGTH DOCUMENTARIES

Not Quite Hollywood: 1 x 1½ hrs

Australia's often overlooked and neglected films of the '70s.

COMPILED DOCUMENTARIES

Global Village: Half hour weekday episodes

Mini-documentaries about the world's people, places and cultures

Thalassa: Half hour weekly episodes

The livelihoods and traditions of those connected with the sea

INTERSTITIALS

Pod Love: 5 x 5 mins

The impact of digital communications on our relationships

Football Shorts: 5 x 2 mins

What football means to Australians

DOCUMENTARIES IN DEVELOPMENT

A History of Walking: 1hr

An inspiring journey, on foot, into the world of walking

Bridging the Timor Sea: 2 x 1 hr series

The history of Australia's relationship with Indonesia

Friday Night Fever: 1 x 1½ hr

Australian migrants recall the glory days of 1970s disco clubs

Halal Mate: 6 x 1½ hr series

The world of Muslim Australians as viewed from a Halal smallgoods factory

History of Sex: 6 x 1 hr series

Everything you ever wanted to know about sex

International Rescue: 6 x 1½ hr series

Behind-the-scenes rescues of international travellers

Making Babies: 3 x 1 hr series

Explores the state of Australian fertility through individual families

Surviving High School! 13 x 1½ hr series

A User's Guide for Parents and Year 12 students

The Light on the Hill: 2 x 1 hr series

The history of the Australian Labor Party

The Mosque: 4 x 1½ hrs

Follows the lives of a diverse group of Australian Muslims

FACTUAL ENTERTAINMENT SERIES

Ethnic Business Awards 2005: 1 hr

Highlights of the annual Ethnic Business Awards ceremony

The Food Lovers' Guide to Australia (Series 5):

13 x 1½ hr series

Maeve O'Meara and Joanna Savill explore Australia's best food

Food Safari: 13 x 1½ hr series

Maeve O'Meara introduces viewers to new culinary

Here Comes the Neighbourhood (Series 1):

10 x 1½ hr series

Pria Viswalingam goes into the heartland of multicultural Australia

Here Comes the Neighbourhood (Series 2):

10 x 1½ hr series

Pria Viswalingam ventures into Australia's diverse neighbourhoods

Hotline: 42 x 5 minute episodes

Electra Manikakis presents viewer feedback, good and bad

Nerds FC: 8 x 1½ hr series

Transforming a group of nerds into a football team

Oz Concert 2006: 1 hr

Highlights of the Australia Day concert in Perth

The Movie Show: 48 half-hour episodes

ENTERTAINMENT EVENTS / SERIES

Austen Tayshus Australia Day 2006: 1 hr

Australia as viewed by comedian Austen Tayshus

IF Awards: 1 x 1½ hrs

The IF Awards are the people's choice awards for Australian films.

In Siberia Tonight (Series 2): 11 x 1½ hr series

Comedian Steve Abbott presents his Saturday night variety show.

Rockwiz (Series 2): 18 x 1½ hr series

A music quiz show with a rock 'n roll bent hosted by Julia Zemiro

Rockwiz (Series 3): 8 x 1½ hr series

Australia's unique musical game show returns for a third series

Song for the Socceroos: 7 x 1½ hr series

A competition to find the anthem for the Socceroos

Under the Grandstand: 10 x 1½ hr series

Cricket as seen through the comedic eyes of Steve Abbott

COMEDY

Pizza Da Vinci Cup: 3 x 1½ hr series

What's the real origin of the World Cup?

Pizza World Record: 6 x 1½ hr series

The world's longest pizza delivery in the world

SPECIAL PRODUCTION FUND

From its Special Production Fund, SBSi commissioned a total of 106 hours of programs, comprising of 44.5 hours of documentary and 61.5 hours of drama.

'INSIDE AUSTRALIA' (HALF-HOUR DOCUMENTARIES)

My Brother Vinnie (NIDF7)

How Aaron Pedersen copes with his brother Vinnie's cerebral palsy

'STORYLINE AUSTRALIA' (ONE HOUR DOCUMENTARIES)

Junction House Blues

An extraordinary rock band in crisis

In My Father's Country

A boy nears a pivotal point in his journey to becoming a man: his initiation

NIDF 9: 2 x 1 hr special

Series 9 of the National Documentary Indigenous Fund.

The Choir

The fortunes of a male choir in South Africa's roughest neighbourhood

Two Mums and a Dad

Complications occur when the sperm donor wants to be the Dad

Vote Yes For Aborigines

The 1967 referendum, a milestone in Australian political history

DOCUMENTARY SERIES FOR PRODUCTION

Alive and Kicking: 4 x ½ hr series

The problems facing 'grass roots' football in rural Australia

Is Your House Killing You? 8 x ½ hr series

The challenge is for Australians to "detox" their homes

Who Do You Think You Are? 6 x 1 hr series

A genealogical detective story

DOCUMENTARY SERIES FOR DEVELOPMENT

Beauty and Fashion: 2 x 1 hr series

The changing face of Australia through fashion and beauty quests

Desperately Seeking Doctor: 6 x 1 hr series

Overseas trained doctors venture into outback Australia

Desperately Seeking Sheila (Series 2): 6 x 1 hr series

Bush bachelors and Canadian women try to find their mates

Eating with the Ancestors: 8 x 1 hr series

The history of Asian food through culture and history

Global Aging: 3 x 1 hr series

The looming impact of global ageing

DRAMA SERIES IN DEVELOPMENT

Carla Cametti PD: 6 x 1 hr series

Crime series featuring a young female Italian detective

Hospital: 4 x 1 hr series

Race relations in a major city hospital

John, Hurt: 6 x ½ hr series

John Safran's lurches from one bad relationship to the next

Kangarouthes: 6 x 1 hr series

The story of Greek migration in the '60s

Original Face: 8 x ½ hr series

Appearance and identity: how people see themselves

Mr Lucky: 6 x ½ hr series

Cut down twice, a tall poppy tries again

The Committee: 8 x ½ hr series

Comedy set in a P&C committee in a suburban school

The Friday Night Club: 6 x 1 hr series

The lives of six contemporary Australian women

DRAMA SERIES

Kick: 13 x ½ hr series

Real stories about ordinary multicultural Australians

The Circuit: 6 x 1 hr series

COMEDY

Pizza (Series 5): 8 x ½ hr series

Pauly and the Fat Pizza gang return for a fifth series

Peak Hour: 8 x ½ hr series

Welcome to the Fast and Swiftly courier service

INTERSTITIALS

A Bit of Black Business: 13 x 5 min series

Indigenous filmmakers experiment in the short film format

Marx and Venus: 25 x 5 min series

Short form domestic drama about two flatmates

ANIMATION

Chainsaw: ½ hr

Frank and Ava's fantasy world crashes headlong with reality

FEATURE DEVELOPMENT

In Our Name: 1 x 1½ hrs

Afnan Alababby, 3, spent four years in an Australian detention centre

APPENDIX 8

SBS RADIO Services

Area Served	Channel	Area Served	Channel
SBS Analogue Radio			
AUSTRALIAN CAPITAL TERRITORY		QUEENSLAND	
Canberra	105.5 (FM)	Brisbane	93.3 (FM)
NEW SOUTH WALES		SOUTH AUSTRALIA	
Bathurst*	88.9 (FM)	Adelaide	106.3 (FM)
Lightning Ridge*	94.5 (FM)	Adelaide Foothills	95.1 (FM)
Newcastle	1413 (AM)	Mintabie*	105.1 (FM)
Sydney	97.7 (FM)		
Sydney	1107 (AM)	TASMANIA	
Wagga Wagga*	103.5 (FM)	Hobart	105.7 (FM)
Wollongong	1485 (AM)		
Wollongong	1035 (AM)	VICTORIA	
Young*	98.7 (FM)	Melbourne	93.1 (FM)
		Melbourne	1224 (AM)
NORTHERN TERRITORY		WESTERN AUSTRALIA	
Darwin	100.9 (FM)	Perth	96.9 (FM)

* Denotes Self-help service

APPENDIX 9

SBS RADIO Broadcast Schedule

National Radio Network

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
6am	World View	World View	World View	World View	World View	0/night progs	0/night progs	6am
7am	Greek	Arabic	Greek	Greek	Greek	Arabic	Maltese	7am
8am	Italian	Italian	German	Croatian	Serbian	Italian	Italian	8am
9am	German	Slovenian	Vietnamese	Vietnamese	German	Vietnamese	Hindi	9am
10am	Cantonese	Filipino	Dutch	Filipino	Mandarin	Dutch	Urdu	10am
11am	Russian	French	Filipino	Portuguese	French	Portuguese	Hebrew	11am
12pm	Dutch	Maltese	Aboriginal	Punjabi	Armenian	Hungarian	Yiddish	12pm
1pm	Polish	Spanish	Polish	Spanish	Polish	Turkish	Polish	1pm
2pm	Hungarian	Indonesian	Burmese	Korean	Cantonese	Persian-Farsi	Tamil	2pm
3pm	Tongan	Lithuanian	Turkish	Estonian	Indonesian	Russian	Sinhalese	3pm
4pm	Macedonian	Ukrainian	Latvian	Macedonian	Dari	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Finnish	5pm
6pm	Lao	Greek	Italian	Italian	Italian	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Russian	Arabic	Vietnamese	Arabic	Vietnamese	7pm
8pm	Romanian	Cantonese	Mandarin	German	Cantonese	Cantonese	Mandarin	8pm
9pm	Filipino	Croatian	Serbian	Khmer	Aboriginal	Thai	Czech	9pm
10pm	Spanish	Japanese	Somali	Amharic	Spanish	Malay	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy	11pm
12am	0/night progs	0/night progs	0/night progs	Alchemy	Nightwatch	0/night progs	0/night progs	12am

SBS Radio Sydney AM (1107)

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
6am	World View	World View	World View	World View	World View	0/night progs	0/night progs	6am
7am	Greek	Greek	Greek	Greek	Greek	Greek	Greek	7am
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian	8am
9am	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	9am
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	10am
11am	Mandarin	French	Khmer	French	French	Khmer	Hebrew	11am
12pm	Aboriginal	Albanian	Aboriginal	Maori	Lao	Hungarian	Yiddish	12pm
1pm	Polish	Polish	Polish	Polish	Polish	Polish	Polish	1pm
2pm	Hungarian	Hungarian	Hebrew	Korean	Cantonese	Tongan	Cook Is. Maori	2pm
3pm	Croatian	Serbian	Yiddish	Serbian	Norwegian	Fijian	Korean	3pm
4pm	Tongan	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Kannada	5pm
6pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	7pm
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin	8pm
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan	9pm
10pm	Lao	Korean	Somali	Amharic	Korean	Malay	Macedonian	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy	11pm
12am	0/night progs	0/night progs	0/night progs	0/night progs	Nightwatch	0/night progs	0/night progs	12am

SBS Radio Sydney FM (99.7)

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
6am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	6am
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	7am
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian	8am
9am	German	German	German	Czech	German	Nepalese	Hindi	9am
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu	10am
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil	11am
12pm	Maltese	Maltese	Hindi	Maltese	Armenian	Maltese	Sinhalese	12pm
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	1pm
2pm	Bosnian	Indonesian	Burmese	Gujarati	Indonesian	Persian-Farsi	Ukrainian	2pm
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish	3pm
4pm	Bangla	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian	4pm
5pm	Turkish	Lithuanian	Russian	Estonian	Maltese	Latvian	Finnish	5pm
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian	6pm
7pm	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	7pm
8pm	Romanian	Armenian	Armenian	German	Assyrian	Thai	German	8pm
9pm	Filipino	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech	9pm
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	11pm
12am	0/night progs	0/night progs	0/night progs	Alchemy	Alchemy	Alchemy	0/night progs	12am

SBS Radio Melbourne AM (1224)

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
6am	World View	World View	World View	World View	World View	0/night progs	0/night progs	6am
7am	Greek	Greek	Greek	Greek	Greek	Greek	Greek	7am
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian	8am
9am	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	9am
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	10am
11am	Mandarin	French	Khmer	French	French	Khmer	Hebrew	11am
12pm	Aboriginal	Albanian	Aboriginal	Maori	Lao	Hungarian	Yiddish	12pm
1pm	Polish	Polish	Polish	Polish	Polish	Polish	Polish	1pm
2pm	Hungarian	Hungarian	Hebrew	Korean	Cantonese	Tongan	Cook Is. Maori	2pm
3pm	Croatian	Serbian	Yiddish	Serbian	Norwegian	Fijian	Korean	3pm
4pm	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Albanian	5pm
6pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	7pm
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin	8pm
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan	9pm
10pm	Lao	Polish	Somali	Amharic	Hungarian	Malay	Macedonian	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy	11pm
12am	0/night progs	0/night progs	0/night progs	0/night progs	Nightwatch	0/night progs	0/night progs	12am

SBS Radio Melbourne FM (93.1)

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
6am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	6am
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Maltese	7am
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian	8am
9am	German	German	German	German	German	German	Hindi	9am
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu	10am
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil	11am
12pm	Maltese	Maltese	Hindi	Maltese	Armenian	Maltese	Sinhalese	12pm
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	1pm
2pm	Bosnian	Indonesian	Burmese	Romanian	Indonesian	Persian-Farsi	Ukrainian	2pm
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish	3pm
4pm	Bangla	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian	4pm
5pm	Turkish	Lithuanian	Russian	Estonian	Bulgarian	Latvian	Finnish	5pm
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian	6pm
7pm	Maltese	Arabic	Maltese	Arabic	Maltese	Arabic	Arabic	7pm
8pm	Romanian	German	Armenian	German	Assyrian	Thai	German	8pm
9pm	Filipino	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech	9pm
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	11pm
12am	0/night progs	0/night progs	0/night progs	Alchemy	Alchemy	Alchemy	0/night progs	12am

SBS RADIO Languages Broadcast

Language	National Network Hours/week	Melbourne Hours/week	Sydney Hours/week	Language	National Network Hours/week	Melbourne Hours/week	Sydney Hours/week
Aboriginal	2	3	3	Lao	1	2	2
African	1	1	1	Latvian	1	2	2
Albanian	0	2	1	Lithuanian	1	1	1
Amharic	1	1	1	Macedonian	2	6	5
Arabic	4	10	14	Malay	1	1	1
Armenian	1	2	3	Maltese	2	8	5
Assyrian	0	1	1	Mandarin	3	7	7
Bengali	0	1	1	Maori	0	1	1
Bosnian	0	1	1	Nepalese	0	0	1
Bulgarian	0	1	0	Norwegian	0	1	1
Burmese	1	1	1	Persian-Farsi	1	1	1
Cantonese	5	9	9	Polish	4	8	7
Cook Is. Maori	0	1	1	Portuguese	2	4	4
Croatian	2	5	5	Punjabi	1	1	1
Czech	1	1	2	Romanian	1	2	1
Danish	1	1	1	Russian	3	5	5
Dari	1	1	1	Samoan	0	1	1
Dutch	3	4	4	Serbian	2	5	5
Estonian	1	1	1	Sinhalese	1	1	1
Fijian	0	1	1	Slovak	1	1	1
Filipino	4	6	6	Slovenian	1	2	2
Finnish	1	1	1	Somali	1	1	1
French	3	5	5	Spanish	4	10	10
German	4	9	6	Swedish	1	1	1
Greek	7	14	14	Tamil	1	1	1
Gujarati	0	0	1	Thai	1	2	2
Hebrew	1	2	2	Tongan	1	1	2
Hindi	1	3	3	Turkish	2	7	7
Hungarian	2	4	3	Ukrainian	1	3	3
Indonesian	2	3	3	Urdu	1	1	1
Italian	7	14	14	Vietnamese	7	14	14
Japanese	1	1	1	Yiddish	1	2	2
Kannada	0	0	1	English	61	76	76
Khmer	1	4	4				
Korean	1	2	4				
Kurdish	0	1	1				
				TOTAL	125	251	251

APPENDIX 11

SBS TELEVISION Sponsors

Sponsored Programs	Sponsors
Animation (Ghost in the Shell)	
Wed Movie	Buena Vista
Ashes	Nissan
	AAPT
	Travelex
	ICAA
	RAA
Aust vs Bahrain/Replay	Hyundai
Aust vs Holland	Nike
	Telstra
	Sanitarium
Aust vs Liechtenstein	Nike
	Telstra
	Sanitarium
Aust vs Solomon Islands	Hyundai
	Qantas
Aust vs Greece	Qantas
	LG
	United International Pictures
	Coca Cola
	National Australia Bank
	Telstra
	Hyundai
Classical Destinations	Bredon Hill Film & Television Production
Comedy	Lion Nathan
Documentary – The Last Diggers	De Agostini
Elvis the Sun Session	Harvey Norman
Ethnic Business Awards	National Australia Bank
Eurovision	Toyota
FA Cup Final / FA Cup Replay	Ford Australia
	ANZ Bank
FIFA WC: The Official Guide	Hyundai
	Emirates
Food Lovers' Guide	Harvey Norman
	Waterford Wedgwood
Football Stars of Tomorrow	Ford
Fork in the Mediterranean	MasterCard
Garth Marenghi's Dark Place	Lion Nathan
Inside Australia	Harvey Norman
	Department of Defence
	Commonwealth Bank
Inside Film Awards	Lexus
Inspector Rex	Bayer Australia Ltd
	Harvey Norman
Iron Chef	MasterCard
	Telstra
Late Movie	Eaglemoose
Lonely Planet	Telstra Big Pond
	McDonald's
	Telstra

Sponsored Programs	Sponsors
Masterpiece on Saturday	Lindt
More Than A Game	LG Electronics
Movie: Baran	GE Fabbri
Movie Show/	
Movie show repeat	Buena Vista
Movie: Mollie and Mobarak	Hachette Partworks
Mythbusters	Telstra
	Harvey Norman
	Commonwealth Bank
	Lion Nathan
Mythbusters/Kubrick Movies and Documentary	Mazda
Nerds FC	Hyundai
Nightly Movies	Hachette Partworks
Nightly Movie: Red Satin	Hachette Partworks
Nightly Movies	Western Union
	Carlton & United Breweries
RAN (Remote Area Nurse)	Harvey Norman
South Park	Lion Nathan
Speedweek	Chevron Publishing Group
	Tyres 4 U
Sunday Movie	Harvey Norman
	Lion Nathan
Sweet Paradise	Lindt
Top Gear	Shannon's Insurance
Tour de France 2006	Avanti Bicycle Company
	Renault
	Macquarie Bank
	Skins Compression
	Garments Pty Ltd
	MasterCard
World Cup Draw	Hyundai
	National Australia Bank
	Nike
	Coca Cola
	LG Electronics
	MasterCard
	Qantas
World Cup Qualifiers	National Australia Bank
	Hyundai
	Qantas
	Electronic Arts
	LG Electronics
World Game	Toyota
	Vodafone
	SGIO
	NRMA
World Game – World Cup Edition	DHL

APPENDIX 12

SBS TELEVISION Advertisers

20th Century Fox	Citroen	IMAX Australia
AAPT	Coca Cola South Pacific	Industry Super Funds
ACMN	Coles Myer Group	ING Direct
ACT Canberra Tourism	Colonial First State	Institute of Chartered Accountants
Activision	Commonwealth Bank	Insuranceline
Adelaide Advertiser	Commonwealth Government	Intel
Advanced Hair Studio	Corporate Apparel Group Pty Ltd	Invest Smart
Air New Zealand	Country Fire Service	Jalna Dairy Food
Alfa Romeo	Covertex Spas	Jarvis Ford
A-List Entertainment	CR Kennedy	Johnson & Johnson
ALP South Australia	Daily Telegraph	Kellogg's
American Express	De Agostini	KFC
AMP	De Longhi	Kitchen Connection NSW
Anchor Foods	Dell	Kitchen Connection Qld
Angus and Robertson	DHL	Korean Tourism
ANZ Bank	Diabetes Awareness	Kraft Foods Pty Ltd
Apple Computer	Diageo	L J Hooker
Acquired Home Loans	Digiplus	Land Rover Australia
Arts Project Australia	DMG Australia	Leading Edge Events
Ashley & Martin	Drift Magazine	Leading Edge Telecoms
Asus Technology	Dyson Appliances	Lennard Promotions
Atari	Eaglemoess	Lenovo
Athlete's Foot	Electronic Arts	Lexus
Audi	Eli Lilly	Lexus Of Adelaide
Australian Caravan Co	EMAP Australia	LG Electronics
Australia Post	EMI Music Australia	Lindt
Australian Central Credit Union	Emirates	Lion Nathan
Australian Institute of Mathematics	Ergon Energy	L'unione
Australian Pensioners' Insurance Agency	Estate Construction Australia	Macquarie Bank
Australian Sports Tours	Fairfax	MasterCard
Australian Unity	Ferrero Australia	Masterfoods
Australian Wheat Board	Fitness First	Mazda
Autobarn	Fone Zone	McDonald's
AV Channel	Fontera	Médecins Sans Frontières
Avanti Bicycle Company	Football Federation Australia	Medibank Private
AVE	Ford Australia	Mercedes Benz
AXA	Forty Winks	Michael Coppel Presents
Barbeques Galore	Fred Hollows Foundation	Microsoft
Bayer Australia Ltd	GE Fabbri	Migration Institute of Australia
Berocca Performance	GE Finance	Millmaine Entertainment
Big W	Get Up	Mini Movers
Blackmores	Gillette	Mitsubishi
Blue Haven Pools and Spas	GlaxoSmithKline Australia	Motorola
Blue Hawk Productions	Goodman Fielder	Mr Antenna
BMW	Hachette Partworks	Nandos
Bredon Hill Film and Television Production	Harvey Norman Group	National Australia Bank
Buena Vista International	Haymarket Publishing	National Foods
Bunnings Warehouse	HBF	National Life Style Village
Business Council of Australia	Henkel	Natuzzi
carsales.com.au	Herald-Sun Newspaper	Nestlé
Caravan and Camping Industry	Hewlett-Packard	News Ltd
Carlton Crest	Holden	News Magazines
Carlton & United Breweries	Honda	Nick Scali Furniture
Castrol Australia	Horizon TV	Nike
Chevron Publishing Group	House of Cashmere	Nissan
Church of Jesus Christ of Latter-day Saints	Hoyts Film Distribution	Noble House Furniture
	Hyundai	Nokia
	IBM	Northern Territory Government
	Icon Film Distribution	Nova 96.9

SBS TELEVISION Advertisers

NRMA	Star Track Express
NSW Cancer Council	Stellar Resorts
New South Wales Government	Sun Herald
OPSM	Sydney FM Radio
Optical Superstore	Sydney Markets
Optium	Sydney Morning Herald
Optus	Sydney Symphony Orchestra
Ozjet	Tabcorp
Paddy's Organic Market	Telstra
Paint Supplies	Telstra Bigpond
Parmalat	The Age
Pepsi	The Australian
Perisher Blue	The Boy from Oz
Peter Jackson Menswear	The One Centre
Peugeot	Tim Woods Entertainment
Pharmacia	Titan Sheds
Plan International Australia	Tony Ferguson's Weight Loss
Portland Marketing	Toyota
Public Service Association	Travelex
PZ Cussons	TUR Energy
Qantas	Tyres 4 U
Queensland Government	Ubisoft
RAA	Uncle Toby's
RACQ	UNICEF
Real Insurance	Unilever
Reality TV	United Airport Parking
Recycled Office Shop	United Inter Pictures
Renault	Universal Music
Restifa	Unwired
Rialto Distribution	Usher Powell
Rivers Australia	Valvoline
Riviana Foods	Victorian Government
Roadshow Entertainment	Virgin Blue Airlines
Roadshow Films	Virgin Credit Card
Robina Land Corp	Visa International
Rock Circuit Promotions	Visual Entertainment Group
Rocket Australia	Vodafone
Roper Industries	Volkswagen
RSVP	Western Australian Government
South Australian Government	WA Salvage
Samsung	Wallspan Kitchen Connection
Sanitarium Health Foods Co	Warner Music
Selleys	Waterford Wedgwood Australia
SGIO	Weber Australia
Shannon's Insurance	Western Union
Shock Records	Westfield
Simplot/Leggos	World Vision
Sires Menswear	WSPA
Smarter than Smoking Project	X Inc Financial Services
Solar Shops	Yakka Workwear
Sony BMG	Yvonne Allen and Associates
Sony Computer Entertainment	
Sony Picture Release	
Sony Playstation	
South Pacific Tyres	
Sportsmart	
St George Bank	
Star City	

APPENDIX 13

SBS RADIO Advertisers

AAACOM	Dept State and Regional Development (NSW)	NSW Police
ABIS	Dept Work and Employment Relations (NSW)	NSW RTA
ACCC	Diamondlink	NSW TAFE
Advertising City	Digiplus	Oasis Greek Coffee
Aldy Property Group	DIMIA	Office of Industrial Relations
All Car Online	Dobre Bros	Optimedia
Alsham Exhibitions	Dora Banasaik	Orbis Express
AMES	Duc Mai Lawyers	Oriental Merchants
AMSS	E Translate	Pearman Media
Amyson	EPA	Pendle Hill Travel
Arab Open Academy	Etcom	PLAN Australia
Attorney General's Department	EWON	Porter Novelli
Austy Phone Cards	Excel Driving School	Prahana
Australia Post	Football Federation of Australia	Prepaid Services
Australian Business & Income Tax Service	Galaxy Import	Qantas Airways
Australian Polish Community Services	G-Line SA	Railcorp
Australian Quarantine Inspection Service	Grace Hotel	Rebel Sport
Australian Taxation Office	Greater Discount Chemist	Restifa & Partners
Australian Trade Commission	Health Insurance Commission	Restore Hearing
Bank Of Valletta	HMA Blaze	Restoria Hair
Bankstown Polish Club	Hoa Binh Restaurant	Rose Rice
Beograd Online	Horizon TV	Royal Agricultural Society
Blue Phoenix Catering	HSBC	Rural Escape Respite
Body Art	IKEA	Sanitarium
Boulevard Marketing	Independent & General	Saving Net
Breast Council NSW	India Trade Centre	Select TV
Breast Institute	Invoke	Setanta Sport
Bunnings	IOM Iraq	Sissini Law
C3 Marketing	Kala Niketan	Slavic Post
Cancer Council	Kienfat Trading	Sony BMG
Cancer Institute	Leba Ethnic Media	South Eastern Drug & Alcohol Service
Cardcall	Lend Lease	Southern Heath
Centre for Clinical Studies	LOTE Marketing	St Albans Medical Services
Centrelink	Loud Multicultural	Starcom Worldwide
CFA	L'Unione	Stardom Entertainers
Citirail	Maltese Broadcasting Network	Sun Nation
Commonwealth Bank	Marrickville Council	Sydney Water
Commonwealth Games	Masintel	Syrian Expo
Crown Casino	Mediacom	T&L Advertising
Cultural Perspectives	Medibank Private	TAC
Curry Masters	Melbourne Mobility Centre	Telechoice
Daily Telegraph	Melbourne Water	Thao Nguyen Pharmacy
Dept of Ageing, Disability and Homecare (NSW)	Metropolitan Ambulance Service	Tobin Bros
Dept of Commerce (NSW)	MFB	Top Me Up Phonecard
Dept of Education and Training (NSW)	Modern Vision Optometry	Tourism NSW
Dept of Fair Trading (NSW)	Monaco	Toyota
Dept of Fair Trading (Vic)	Mortgage Choice	U-NeXt
Dept of Family and Community Services	Multicall	Universal McCann
Dept of Health and Ageing	MYTV Plus	Victims of Crime Bureau
Dept of Human Services (Vic)	Narel Smallgoods	Victorian Electoral Commission
Dept of Justice (Vic)	Naser Fajani	Villari & Co Solicitors
Dept of Sport and Recreation (NSW)	National Bank of Greece	Western Union
Dept of Sustainability and Environment (Vic)	National Prescribing Service	Westpac Banking Corp
	New Delhi	WHISE
	NGV	Whoa Seat Covers
	NSW Cancer Council	Work Safe Victoria
	NSW Fire Brigade	Workcover NSW
		Zepter International

COMMUNITY ADVISORY COMMITTEE Membership

CHAIR: Ms Ayse Alpandinar (Vic)

Born in Turkey, Ms Alpandinar has a Bachelor of Arts, Diploma in Education, and Diploma in TESOL. She runs her own business in the design and manufacture of table runners and is actively involved in the arts and cultural organisations of the Turkish community.

Mr John Payne (NSW)

Australia-born, Mr Payne was formerly the deputy principal of Bathurst High School and taught in secondary schools in rural NSW, Britain and Canada. His interests include multiculturalism, Indigenous culture, sports and creative and performing arts. As Chairman of the SBS for Bathurst Committee, he helped bring to Bathurst self-help SBS TV in 1994 and SBS Radio in 2002.

Ms Maria Papagrigoriou (NSW)

Born in Australia to Greek migrant parents, Ms Papagrigoriou has a Bachelor of Arts/Social Work. She is an advocate for people with disabilities in rural NSW. Ms Papagrigoriou is also actively involved in her local community as secretary of the Canterbury Bankstown Migrant Resource Centre Management Committee.

Dr Joseph Ting (Qld)

Born in Malaysia, Dr Ting is a consultant emergency physician involved in the clinical training of junior doctors and medical students. He has a strong commitment to public and multicultural broadcasting as well as the maintenance of literary and ethical standards within the print and web-based media. His other interests include the arts and the environment.

Mr Paulo Vieira (Qld)

Born in Zimbabwe of Maltese-Egyptian-Portuguese parentage, Mr Vieira is Director of Studies at the Central Queensland University Language Centre in Rockhampton. A graduate in Political Science, Mr Vieira has held several political advisory positions including Senior Policy Adviser to the NSW Minister for Multicultural and Ethnic Affairs.

Mrs Beryl Mulder (NT)

Born in the Netherlands, Mrs Mulder is the Vice President of the Multicultural Council of the Northern Territory. She lived in Surinam and Zambia before migrating to Australia in 1982. Mrs Mulder has worked in multicultural affairs for more than 20 years, including for the Office of Multicultural Affairs. She completed a Bachelor degree in the Social Sciences as a mature age student and is a founding member of the Association of Non-English Speaking Background Women of Australia and is a volunteer community worker with immigrants and refugees.

Ms Thao Nguyen (NSW)

Born in Vietnam, Ms Nguyen has worked extensively with the Vietnamese community on settlement, inter-generational and youth issues. She is the Youth Chair of the Ethnic Communities' Council of NSW and attended the establishment of the first Ethnic Youth Leadership Awards in the State. She also directed a State-wide youth conference, Spectrum and in 2004 she was selected to be the Australian Youth Representative to the United Nations General Assembly in New York.

Mr Nicholas Caré (NSW)

Born in Italy, Mr Carè has more than 20 years' management experience and is Secretary General of the Italian Chamber of Commerce and Industry in Sydney. He has a Degree in Engineering and a Diploma in International Business Management and Trade. Mr Carè maintains close relationships with ethnic communities around Australia, liaises extensively with community welfare and advocacy organisations and is keenly interested in issues affecting the Italian community's second- and third-generations.

Mr Suresh Rajan (WA)

Born in Singapore Mr Rajan is a director and financial adviser with SMCR - Financial Planners. Mr Rajan is a regular media commentator and writer on a range of finance and investment issues. In December 2001, he became President of the Ethnic Communities' Council of WA. He is also a member of the Anti Racism Steering Committee as well as a host of other committees including Ethnic Youth at Risk, Racism in Schools, Multicultural Documentary Commentary, Minister for Ageing Ministerial Reference Committee and the FECCA Executive.

Mr John Roe (ACT)

Born in Darwin, Mr Roe's family extends from Broome through to the Torres Strait. He heads the Research and Evaluation, Media, Marketing Department and is Assistant Manager of the Accommodation Services Division at Aboriginal Hostels Limited in Canberra. He has worked with and travelled extensively to dozens of communities around Australia. He is a previous Indigenous Scholarship holder at the Australian Institute of Sport and was twice recipient of the Aboriginal and Torres Strait Islander Coach of the Year Award.

Ms Elleni Bereded-Samuel (VIC)

Born in Ethiopia, Ms Bereded-Samuel works with a range of communities in her position as Community Partnerships Officer at Victoria University. She also volunteers in the Horn of African Communities Network, the Victorian Immigrant Refugee Women's Coalition and the Western Region Refugee Pathways Committee. She is completing a Masters in Education and holds a Post-Graduate Diploma in Counselling from Victoria University as well as a BA from Addis Ababa University, Ethiopia.

APPENDIX 15

SBS Television Awards

Asia-Pacific Broadcasting Union (ABU) Prizes 2005

2004 UCI Track Cycling World Championship (SBS-Australia)
ABU Prize for Sports Program (TV)

Australian Cinematographers' Society, National Awards 2006

Fork in Morocco
Tripod Award for Documentaries, Cinema and TV

AFI Awards (Australian Film Institute)

Look Both Ways
(Best Film, Best Direction, Best Original Screenplay, Best Supporting Actor)
The Mysterious Geographic Explorations of Jasper Morello
(Best Short Animation, Outstanding Achievement in Craft in a Non-Feature Production Design)
Jewboy
(Best Screenplay in a Short Film, Best Cinematography in a Non-Feature, Best Short Fiction Film)
Jabe Babe: A Heightened Life
(Best Direction in a Documentary)
Vietnam Symphony
(Best Sound in a Non-Feature)
John Safran versus God
(Best Comedy Series, Outstanding Achievement in Craft in Original Concept)

APRA-AGSC Screen Music Awards 2005

Somersault
(Feature Film Score of the Year)
The Mysterious Geographic Explorations of Jasper Morello
(Best Music for a Short Film)

ARIA Awards

Illustrated Family Doctor
(Best Original Soundtrack/Cast/Show Recording)

Australian Sport Awards 2005

SBS coverage of World Cup Qualifier
(Sport Media Award)

ATOM Awards 2005 (Australian Teachers of Media)

The Mysterious Geographic Explorations of Jasper Morello
(Best Animation)
Shake Rattle & Roll: A journey with Parkinson's
(Best Documentary Human Story)

Australian Screen Sound Guild Awards 2005

Vietnam Symphony
(Best Achievement for Sound in a Documentary)

AWGIE Awards 2005 (Australian Writers' Guild)

The Mysterious Geographic Explorations of Jasper Morello
(Best Short Film)

Jewboy

(Best Telemovie: Original)
RAN (Remote Area Nurse) – Episode 2
(Best Television Mini Series)

BendFilm Festival, Oregon USA.

Green Bush
(Best Short Live Action)

Brighton International Film Festival

Yellow Fella
(Viewers' Choice Award)

Brisbane International Film Festival

Look Both Ways
(International Federation of Film Critics, Revelation of the Year Award)

Cannes International Film Festival 2006

Ten Canoes
(The Special Jury Prize)

Chicago International Hugo Awards for Excellence in Television

Divorce Stories
(Certificate of Merit: Documentary Series)

Opera Therapy
(Silver Hugo: Television Documentaries Humanities)

DaKINO Film Festival

Green Bush
(Award of honour, Romanian Critics Jury, Fiction Section)

The Deadly Awards

The Djarn Djarns
(Outstanding Achievement in Film Award)

Film Critics Circle of Australia Awards 2005

Look Both Ways
(Best Film, Best Director, Best Actor, Best Editor, Best Screenplay: Original)
Jewboy
(Best Australian Short Film)

The 19th FIPA Awards, Biarritz, France

Raul the Terrible
(Special Mention for Reportages and Current Affairs category)

Flickerfest International Film Festival 2006

The Prodigal Son
(The Highly Commended Award for Best Documentary)

IF Awards 2005

Look Both Ways
(Best Direction, Best Script, Best Editing)

continued overleaf

The Mysterious Geographic Explorations of

Jasper Morello

(Best Animation)

Green Bush

(Best Short Film)

The Prodigal Son

(Most Popular Film at Flickerfest 2006)

Jabe Babe: A Heightened Life

(Best Documentary)

International Film Festival Rotterdam

Look Both Ways

(KNF Award – Association of Dutch Film Critics)

Mar Del Plata Film Festival (Argentina)

Look Both Ways

(Best Screenplay, Best Actress)

Melbourne International Film Festival

Look Both Ways

(10 Most Popular Feature Films)

Mumbai International Film Festival for Documentary, Short & Animation Films (MIFF)

Black Road: Inside Aceh's Struggle for Independence

(Best Documentary Film/Video (up to 60 mins),

Best Film/Video Award)

NatFilm Festival (Denmark)

Look Both Ways

(Critics Award)

National Geographic All Roads Film Festival

(Los Angeles)

Green Bush

(Audience Prize)

NSW/ACT ACS (Australian Cinematographers' Society) Awards

Vietnam Symphony

(Highly Commended: Documentaries, Cinema and TV)

NSW Premier's History Awards 2005

Hula Girls

(Winner Audio/Visual History category)

NSW Premier's Literary Awards 2006

The Art of War

(Script Writing Award)

Queensland Awards for Cinematography

Gone to a Good Home

(Gold in the Dramatised Documentary)

Frocks Off – Mary and June

(Silver in the Dramatised Documentary)

Frocks Off – Mary

(Highly Commended: Dramatised Documentary)

Queensland Premier's Literary Awards 2005

RAN (Remote Area Nurse) – Episode 5

(2005 Television Script: QUT Creative Industries Award)

Real Life on Film Festival 2006

Wedding Sari Showdown

(Best Short Documentary)

Bridge at Midnight Trembles

(Best Australian Documentary)

Welcome 2 My Deaf World

(Voted Most Popular Documentary)

SA/WA Awards for Cinematography 2005

A Fork in Morocco

(Gold in the Documentaries: Cinema and TV Category)

OK Let's Talk About Me

(Highly commended: Documentaries: Cinema and TV)

Pioneers of Love

(Gold in the Dramatised Documentaries Category)

Hoovers Gold

(Gold in the Dramatised Documentaries Category)

Shanghai TV Festival

Stranded

(Magnolia Award for Best Actress)

Sydney International Film Festival 2006

Stranded

(Winner of Long Form Short Category Dendy Award)

The Safe House

(Winner of 2006 Yoram Gross Animation Award, Dendy Awards)

Making Ten Canoes

(Urban Cinefile Audience Award Winner for Best Documentary: Sidebar Program)

The Prodigal Son

(Highly Commended in the Documentary Category, Dendy Awards)

Pioneers of Love

(Highly Commended Community Relation Commission Award, Dendy Awards)

Sydney Morning Herald Couch Potato Awards 2005

Divorce Stories

(Best Local Documentary)

The Art of War

(Honourable Mention for Best Local Documentary)

The Food Lovers' Guide to Australia

(Best Lifestyle Program)

Toronto International Film Festival 2005

Look Both Ways

(Discovery Award)

The Victoria Law Foundation Legal Reporting Awards 2006

The Big Lie

(Best Report on Television)

World Food Media Awards 2005

The Food Lovers' Guide to Australia

(Best Food/Drink TV Show)

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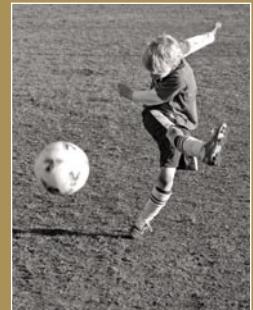
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